COM 106-02 Introduction to Digital Media and Design

Fall 2017

Catalog Description

Introduces students to production, design and project management environments for digital projects. Students will develop communication and design skills, with an emphasis on text-based communication and presentation of numeric data in textual and graphical modes. The class is writing-intensive. Students will be introduced to the processes of critiquing, revising and critically reflecting on their own work.

Faculty

Professor Ibrahim Yucel

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- Office Hours: Mon & Wed 10:35-Noon Donovan 2115 or by appointment

Course Meeting Time

- **Mondays, Wednesdays 12-2:** Donovan 2147
- **Fridays, 12-2:** To be announced each week

Project Overviews & Grading

Projects Overview
There are seven projects in this class, each making a specific contribution to the **course** grade:

Project1 - Digital Autobiography - 10%
Project2 - Digital World - 10%
Project3 - Midsemester Portfolio - 5%
Project4 - Digital Media & Climate Change - 20%
Project5 - Impact and Influence of Digital Media - 20%
Project6 - Interdisciplinary Design Lab - 25%

Project7 - Final Portfolio - 10%

Projects 1, 2, 4 and 5 each consist of several parts, with each part making a specific contribution to the **project** grade:

Research (0%)
The research phase requires that you gather information, data and examples necessary to complete the project.

Conceptualization (16%)
The project conceptualization requires that you describe the document or experience associated with the project, including its purpose, its audience and the anticipated experience or interaction with the audience. The conceptualization includes specification of a production platform or approach.

Design (24%)
The project design requires that you describe the design of the document or experience associated with the project. Your design can include description or illustrations, or spec work, showing how the platform will be used to produce the project. In addition, the design must specify three principles of design (selected from those not previously referenced during the semester) that will be used to guide the design of the project.

Production (36%)
The production phase of the project implements the conceptualization and design, and makes it possible for others to see or experience the project.

Critique (24%)
The critique consideres the production process with reference to the conceptualization and design proposed, reflects on the three principles of design specified in the design document, and considers an additional three principles of design to reflect on how the project design might have been improved.

The projects are detailed below:
Project 1: Digital Autobiography

Outcome:

Web-served autobiography of the your digital life, produced using a specified digital media production platform, and based on a specified design approach.

This project will contribute 10% of the course grade

Research
Due: Wed Aug30

Interview those in the household in which you grew up. Identify the first computer in the household, and where it was placed in the house. Identify other information technologies that you had access to (phones, games, computer, etc.), when they entered your life, and what you used them for.

Conceptualization
Due: Fri Sep01

Create a document describing an autobiography of digital life experiences. Identify the production platform or approach (powtoons, simple game, prezi, annotated pdf, html, etc.), and the various assets (text, graphics, visuals, etc.) that you will require to complete the project. Describe the anticipated experience involved in consuming the project (how your audience will consume it, and how long the experience will be).

Design
Due: Fri Sep08

Create a document that describes or illustrates the design and the design process to be used in the project. Include examples, spec work or illustrations from or of materials created and served using selected platform. Identify at least three principles of design that guide your thinking about this project.

Production
Due: Wed Sep13

Create an autobiography as an object or experience that that explores some aspects of your personal history with digital devices (phones, computers, gameboys, etc.). Serve the document or experience on the web for others to see and experience.

Critique
Due: Fri Sep15

Create a document that reviews the tools and platforms used to produce the project, and evaluates the project by referencing the description in the Conceptualization and Design documents. In addition, comment on the three additional principles of design identified in the Design document, and identify and comment on three additional principles of design that suggest ways in which the project could be improved.

Project 2: Digital World

Outcome:

Web-served assessment of your digital life relative to others in the digital world

This project will contribute 10% of the course grade

Research
Due: Mon Sep18

Use PEW studies of digital life to identify different types of digital people, different activities, and % of population in your age range with various digital devices and habits and practices.

Conceptualization
Due: Wed Sep20

Create a document describing a project that explores the diffusion of digital devices and technology among young people in the United States and globally, and compares these trends to your own expereriences. Identify a production platform or approach that you will use (powtoons, simple game, prezi, annotated pdf, html, etc.). that was not used in Project 1, and the various assets (text, graphics, visuals, etc.) that you will require to complete the project. . Describe the anticipated experience involved for those consuming the project (how your audience will consume it, and how long the experience will be).

Design
Due: Wed Sep27

Create a document that describes or illustrates the design and the design process to be used in the project. Include examples, spec work or illustrations from or of materials created and served using selected platform. Identify at least three principles of design (other than the six considered in Project 1) that guide your thinking about this project.

Production
Due: Wed Oct04

Create an object or experience that explores the diffusion of digital devices and technology among young people in the United States and globally, and compares national and global trends to your own experiences 1. Serve the document or experience on the web for others to see and experience.

Critique
Due: Fri Oct06

Create a document that reviews the tools and platforms used to produce the project, and evaluates the project by referencing the description in the Conceptualization and Design documents. In addition, comment on the three principles of design identified in the Design document, and identify and comment on three additional principles of design (other than the nine considered in this or prior

projects) that suggest ways in which the project could be improved.

Project 3: Midsemester Portfolio

Outcome:

A portfolio containing all components of Project 1 and Project 2, and expressing a sense of self in its design and presentation

This project will contribute 5% of the course grade

Research

No Research required for this project

Conceptualization
Due: Mon Oct09

Create a document describing the creation of your portfolio. Identify a production platform or approach that you will use. Describe the anticipated experience involved for those consuming your portfolio (how your audience will consume it, and how long the experience will be).

Design
Due: Wed Oct11

Create a document that describes or illustrates the design and the design process to be used in creating the portfolio. Identify at least three principles of design (other than the 12 considered in prior projects) that guide your thinking about the Portfolio.

Production
Due: Fri Oct13

Create a portfolio containing all components of Project1, Project 2 and the design and critique of the portfolio itself. Serve the portfolio on the web for others to see and experience.

Critique
Due: Mon Oct16

Create a document that reviews the tools and platforms used to produce the portfolio, and evaluates the portfolio by referencing the description in the Conceptualization and Design documents. In addition, comment on the three principles of design identified in the Design document, and identify and comment on three additional principles of design (other than the 15 considered in this or prior projects) that suggest ways in which the portfolio could be improved.

Project 4: Digital Media & Climate Change

Outcome:

Web-served critical review of digital media products in at least two domains that approach the topic of climate change

This project will contribute 20% of the course grade

Research
Due: Mon Oct30

Identify, locate and obtain access to three media products (games, movies, infographics, etc) that purport to inform, engage or mobilize people with respect to global climate change.

Conceptualization
Due: Wed Nov01

Create a document describing a project that will critically review and annotate three media products identified in the research component of this project. Identify a production platform or approach that you will use (powtoons, simple game, prezi, annotated pdf, html, etc.). that was not used in Project 1 or Project 2, and the various assets (text, graphics, visuals, etc.) that you will require to complete the project. Describe the anticipated experience involved for those consuming the project (how your audience will consume it, and how long the experience will be).

Design
Due: Wed Nov08

Create a document that describes or illustrates the design and the design process to be used in the project. Include examples, spec work or illustrations from or of materials created and served using selected platform. Identify at least three principles of design (other than the 18 considered in prior projects) that guide your thinking about this project.

Production
Due: Mon Nov13

Create an object or experience that critically reviews and annotate three media products identified in the research component of this project. Serve the document or experience on the web for others to see and experience.

Critique
Due: Wed Nov15

Create a document that reviews the tools and platforms used to produce the project, and evaluates the project by referencing the description in the Conceptualization and Design documents. In addition, comment on the three principles of design identified in the Design document, and identify and comment on three additional principles of design (other than the 21 considered in this or prior projects) that suggest ways in which the project could be improved.

Project 5: Impact and Influence of Digital Media

Outcome:

A web-served project inspired by an identified media object, independently conceived, designed and produced.

This project will contribute 20% of the course grade

Research
Due: Fri Nov17

Identify and obtain access to a media product (any kind: game, film, web site, etc) whose design you find inspiring. Create a document critiquing the media object, identifying at least three principles of design that you believe are applied to this object with particular effectiveness.

Conceptualization
Due: Mon Nov20

Create a document describing a project that you will create that is inspired by the object reviewed in the research component of this project. The object can be in any form, and take any shape, in consultation with the instructor. Identify a production platform or approach that you will use (powtoons, simple game, prezi, annotated pdf, html, etc.), and the various assets (text, graphics, visuals, etc.) that you will require to complete the project. Describe the anticipated experience involved for those consuming the project (how your audience will consume it, and how long the experience will be).

Design
Due: Mon Nov27

Create a document that describes or illustrates the design and the design process to be used in the project. Include examples, spec work or illustrations from or of materials created and served using selected platform. Identify at least three principles of design (other than the 24 considered in prior projects) that guide your thinking about this project.

Production
Due: Mon Dec04

Create an object or experience that is inspired by the media product identified in the research component of this project. Serve the document or experience on the web for others to see and experience.

Critique
Due: Wed Dec06

Create a document that reviews the tools and platforms used to produce the project, and evaluates the project by referencing the description in the Conceptualization and Design documents. In addition, comment on the three principles of design identified in the Design document, and identify and comment on three additional principles of design (other than the 27 considered in this or prior projects) that suggest ways in which the project could be improved.

Project 6: Interdisciplinary Design Lab

Outcome:

Participation in interdisciplinary design team exploring climate change.

This project will contribute 25% of the course grade

Research

No Research required for this project

Conceptualization

No Conceptualization required for this project

Design

No Design required for this project

Production

No Production required for this project

Critique
Due: Fri Dec08

Create a document describing your work in the Interdisciplinary Design Lab, and include it in your portfolio. Be specific about your role in the team in which you participated. Include any documents or objects your or your team created.

Project 7: Final Portfolio

Outcome:

A portfolio containing all components of projects 1-6, and expressing a sense of self in its design and presentation

This project will contribute 10% of the course grade

Research

No Research required for this project

Conceptualization

No Conceptualization required for this project

Design

No Design required for this project

Production
Due: Mon Dec11

Create a portfolio containing all components of projects 1-5, and the design and critique of the final portfolio itself. Serve the portfolio on the web for others to see and experience.

Critique

No Critique required for this project

Class Schedule

Mon Aug28
Topic: Welcome to COM 106. Find your google account. Find Blackboard. Find the Syllabus & Course Web site.
No Project Assignments Due Today
Note: First Day of Class

Wed Aug30
Topic: Identify and define digital devices for consideration in autobiography.
Due: Project 1 Research

Fri Sep01
Topic: Welcome to Friday Interdisciplinary Design Lab.

Due: Project 1 Conceptualization

Mon Sep04
Topic: No Class
No Project Assignments Due Today
Note: No Class - Labor Day

Wed Sep06
Topic: Explore production platforms (powtoons, slides, etc.). Define conceptualization and design. Review project conceptualizations.
No Project Assignments Due Today

Fri Sep08
Topic: Interdisciplinary Design Lab
Due: Project 1 Design

Mon Sep11
Topic: Review project design documents. Define production and critique.
No Project Assignments Due Today
Note: Last Day to Drop Course without academic record

Wed Sep13
Topic: Review of portfolio platforms (wordpress, weebly, etc.). Begin Pew data discussion.
Due: Project 1 Production

Fri Sep15
Topic: Interdisciplinary Design Lab
Due: Project 1 Critique

Mon Sep18
Topic: The world according to Pew I
Due: Project 2 Research

Wed Sep20
Topic: Review Project 1 Submissions
Due: Project 2 Conceptualization

Fri Sep22
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today

Mon Sep25

Topic: The world acording to Pew II. Comparing self-data to Pew data.
No Project Assignments Due Today

Wed Sep27
Topic: The world acording to Pew III
Due: Project 2 Design

Fri Sep29
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today

Mon Oct02
Topic: Digital Media & Climate Change I.
No Project Assignments Due Today

Wed Oct04
Topic: Digital Media & Climate Change II
Due: Project 2 Production

Fri Oct06
Topic: Interdisciplinary Design Lab
Due: Project 2 Critique

Mon Oct09
Topic: No Class.
Due: Project 3 Conceptualization
Note: No class - Midsemester Break

Wed Oct11
Topic: Review Project 2 submissions.
Due: Project 3 Design

Fri Oct13
Topic: Interdisciplinary Design Lab
Due: Project 3 Production

Mon Oct16
Topic: COM 106: Topic Lecture 1
Due: Project 3 Critique

Wed Oct18
Topic: COM 106: Topic Lecture 1

No Project Assignments Due Today

Fri Oct20
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today
Note: Mid-semester Grades Available

Mon Oct23
Topic: Project 4: Preview of Conceptualization Ideas
No Project Assignments Due Today

Wed Oct25
Topic: COM 106: Topic Lecture 2
No Project Assignments Due Today

Fri Oct27
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today

Mon Oct30
Topic: COM 106: Topic Lecture 2
Due: Project 4 Research

Wed Nov01
Topic: COM 106: Topic Lecture 3
Due: Project 4 Conceptualization

Fri Nov03
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today

Mon Nov06
Topic: Review of Project 4 Conceptualizations. Preview of Project 5.
No Project Assignments Due Today
Note: Last Day to Officially Withdraw (W Grade) from Course

Wed Nov08
Topic: COM 106: Topic Lecture 3
Due: Project 4 Design

Fri Nov10
Topic: Interdisciplinary Design Lab

No Project Assignments Due Today

Mon Nov13
Topic: Review of Project 4 Designs. Preview of Project 5.
Due: Project 4 Production

Wed Nov15
Topic: TBD
Due: Project 4 Critique

Fri Nov17
Topic: Interdisciplinary Design Lab
Due: Project 5 Research

Mon Nov20
Topic: Review of Project 4 Submissions.
Due: Project 5 Conceptualization

Wed Nov22
Topic: No Class.
No Project Assignments Due Today
Note: Thanksgiving

Fri Nov24
Topic: No Class
No Project Assignments Due Today
Note: Thanksgiving

Mon Nov27
Topic: Review of Project 5 Conceptualizations.
Due: Project 5 Design

Wed Nov29
Topic: Review of Project 5 Designs.
No Project Assignments Due Today

Fri Dec01
Topic: Interdisciplinary Design Lab
No Project Assignments Due Today
Note: Last Interdisciplinary Design Lab

Mon Dec04

Topic: Project 5 Presentations
Due: Project 5 Production

Wed Dec06
Topic: Project 5 Presentations
Due: Project 5 Critique

Fri Dec08
Topic: Project 5 Presentations
Due: Project 6 Critique
Note: Classes End

Mon Dec11
Topic:
Due: Project 7 Production
Note: Final Exams Begin