

# SUNY POLYTECHNIC INSTITUTE

## Communication & Information Design Program

### COM 106: Introduction to Digital Media & Design

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Fall 2016

Professor: Steven M. Schneider | [steve@sunyit.edu](mailto:steve@sunyit.edu) | <http://people.sunyit.edu/~steve>

Course Meetings: Mon, Wed, Fri Donovan 1109 9:20 - 10:30

Web: <https://sunypoly.open.suny.edu>

Office Hours: Mon, Wed, Fri 9-9:20 (Donovan 1109), Tue, Thu 930-1130 (SUNYIT Google Chat), Wed 12-2 (SUNYIT Google Chat or Donovan 2143B)

#### Learning Objectives

The objectives of this course are:

- To introduce and begin to develop information gathering and knowledge management strategies
- To introduce and begin to develop develop skills in the project development and review process
- To introduce and begin to develop ability to use industry standard tools and techniques in a variety of media
- To enhance effective communication skills
- To critically analyze design solutions by applying design theory
- To introduce and begin to develop professional workplace skills
- To engage in ethical and professional behavior with respect to information appropriation

#### Student Outcomes

Students who are successful in this class will:

- Apply current digital strategies for knowledge management
- Complete projects demonstrating design proficiency
- Create a portfolio for professional presentation
- Create reflective process journals for all course projects
- Engage in iterative review processes
- Engage in projects requiring collection of data and management of information
- Share information and experiences about information technology
- Participate in robust critiquing process

## Project Schedule

Project Name	Days	Start Date	End Date
Project 1: Create Digital device and applications inventory	14	Wed Sep02	Wed Sep16
Project 2: Explore SUNY Poly Campus	14	Wed Sep16	Wed Sep30
Project 3: Compare Two things	14	Wed Sep30	Wed Oct14
Project 4: Present Mid-semester portfolio	7	Wed Oct14	Wed Oct21
Project 5: Analyze and Synthesize Networked Individualism	14	Wed Oct21	Wed Nov04
Project 6: ?? TBD	14	Wed Nov04	Wed Nov18
Project 7: ?? TBD	21	Wed Nov18	Wed Dec09
Project 8: Present Semester Portfolio	7	Wed Dec09	Wed Dec16

## Project Descriptions & Grading

Project Name	Project Description	% of grade
Project 1: Create Digital device and applications inventory	Use a Google Sheet to outline your "digital device autobiography." Identify different digital devices you've owned or used, noting when you first obtained it, what you used it for, and when you last used it. Add links to images of the device. Include some evaluative description of your use of the device, and what you thought about it at the time. Develop and implement a strategy for sharing your autobiography as digital story.	5%
Project 2: Explore SUNY Poly Campus	Create a multi media portfolio of points-of-interest on the SUNY Poly campus. You should identify 8-12 points of interest. For each, provide an image, audio recording, video recording, or other digital representation of the point. Write a 25-50 word description documenting your process in creating the digital object. Develop a technique for showing your portfolio online.	10%
Project 3: Compare Two things	Select two digital "things" to compare: e.g. two devices (phones & laptops), two competing applications (Chrome & Firefox), two operating systems (Mac and Windows). Produce your comparison in a digital format of your choosing.	10%
Project 4: Mid-semester portfolio	Collect work completed for course to date in a well-organized portfolio. Present during mid-semester conference with professor.	10%
Project 5: Analyze and Synthesize Networked Individualism	Consider the concept of "networked individualism" as described by Rainie and Wellman in their book, <i>Networked: The New Social Operating System</i> . Create and design either a slide presentation or report describing how the concept is applicable to you in your personal and professional life. Identify specific strategies that you might employ to sharpen your networking skills. Describe the potential value of deploying such a strategy.	15%
Project 6: ?? TBD	Develop a project in consultation with your professor.	15%
Project 7: ?? TBD	Develop a project in consultation with your professor.	20%
Project 8: Semester Portfolio	Collect work completed for course to date in a well-organized portfolio. Present during end-of-semester conference with professor.	15%

## Project Process

Each of the projects follows the same sequence of tasks:

Project Task	Task Description	% of project grade
Define	Specify overall project task, being as specific as possible within the maximum word limit (25 words)	6%
Describe	Identify specific data to be collected, information to be managed, and knowledge to be produced, in order to accomplish the project goals. Approximately 200 words. Images, charts or other visuals encouraged.	10%
Design	Describe design of digital information product to be produced, specifying the tools and techniques to be used to effectively communicate the knowledge associated with the project. Include mock-ups, spec works, or other visuals to fully describe design.	30%
Deliver	Provide a digital information product that communicates the steps associated with the project, and the project outcome. Each project will be developed and delivered using a different production mode.	40%
Evaluate	Write a 250-400 word memo describing tools and techniques used to design and complete project, and identifying strategic lessons learned that can be applied to future projects.	14%

## Policies

### Attendance

Attendance in class on Mondays, Wednesdays and Fridays and Thursdays is expected. Students are responsible for materials and changes in the schedule of assignments presented and discussed in class.

### Late Assignments

Late submissions of assignments other than the mid-semester portfolio will be accepted prior to December 11. Late assignments will not receive comments and may not be graded until the end of the semester.

### Accommodations for Students with Disabilities

In compliance with the Americans with Disabilities Act of 1990 and with Section 504 of the Rehabilitation Act, SUNY Polytechnic Institute is committed to ensuring educational access and accommodations for all its students with disabilities, in order to fully participate in programs and course activities or to meet course requirements. SUNY Polytechnic Institute students with documented disabilities and medical conditions are encouraged to access these services by registering with the Disability Services Office to discuss their particular needs for accommodations. For information or an appointment contact Suzanne Sprague at the Disability Services Office, located in room B101 Kunsela Hall; in person, by phone (315) 792-7170, or e-mail [suzanne.sprague@sunyit.edu](mailto:suzanne.sprague@sunyit.edu).