

COM 101

Intro to Mass Media in SoC

CONTACT

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OFFICE HOURS

Fell 8 (in WZND)
Monday 12-2 & 3:15-6
Wednesday 12-2 & 3:15-5

CLASS TIME

Monday and Wednesday
2-3:15
Fell 102

CLASS MATERIALS

Readings and other media resources provided on canvas
Smartphone for taking pictures, recording audio and video
Optional: Personal computer for using Adobe Creative Cloud

COURSE OVERVIEW

Students will leave the course with a website portfolio that can be edited and adjusted throughout their time at ISU to be used for job and internship applications. On this website they will have pieces of work they created in the course utilizing multiple Adobe programs that are commonly used in the media business. This course also outlines the opportunities for students in the School of Communication to continue to enhance their media skills.

COURSE OBJECTIVES

Use and engage in computer and technology skills that will be used in the media industry
Create a website portfolio
Learn about media opportunities in the School of Communication
Express your interests and creativity within your media interests

GRADES

The grading scale is a standard ten percentage point scale:
90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, below 60%=F

In this course, simply doing an assignment does not result in an A. Failure to follow directions or meet criteria will result in a loss of points. Students should note the definition of each letter grade:

- A is reserved for work that is exceptional
- B is reserved for work that is above average
- C is reserved for work that meets criteria
- D is reserved for work that is below average
- F is reserved for work that is failing/late/not

Media Interests Showcase	25
Discussion Preps (5)	50
Photo Showcase	50
Audio Showcase	50
Professor Mini Pod	75
Graphic Showcase	50
Video Showcase	50
Website Portfolio (2)	50
Video Tutorial Final Project	100

TOTAL	500
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*Assignments and points subject to change

ASSESSMENT

Media Interests Showcase

An in-class presentation that informs us what part of media you are interested in while showing visual/audio examples.

Adobe Showcases

Students will create projects using different Adobe programs throughout the semester. The course is designed to allow students to explore their interests within these assignments.

Professor Mini Pod

Students will meet and record an interview with a Mass Media professor. They will learn about that person and the final product will be available to the rest of the class.

Website Portfolio

Each student will create a website portfolio that they will use to submit their showcase assignments throughout the semester and be able to use later in their School of Com journey.

Discussion Preps

During the semester the students will have readings (or videos or podcasts) to consume before class and answer questions they submit on canvas that will prep them for in-class discussions

Video Tutorial Final Project

At the end of the semester students will create their own tutorial about an Adobe program skill.

COURSE POLICIES

Special Needs.

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

Mental Health Resources.

Life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

Illinois State University Bereavement Policy.

If a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. The student will provide appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work. Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website: <http://policy.illinoisstate.edu/students/2-1-27.shtml>

Attendance & Participation

Students will be expected to attend class. Attendance will be taken at the start of each class. I will NOT stop teaching to open attendance again, therefore it is important to be on time to class. It is not possible to participate in our class discussions if you are not present, if you are absent from class on a reading discussion day you can only receive 50% on the assignment. Each student is expected to have all assignments and reading completed before coming to class. I expect you to read the assigned material and come to class ready to discuss the content, taking notes would be beneficial to you. If I notice that many are not prepared for in-

class discussions, we will begin each class with quizzes on the readings. If you miss a due date without a university excused absence you will only be able to earn half credit on that assignment.

COURSE SCHEDULE

At any point throughout the duration of this course I reserve the right to change the syllabus details. Of course, I will inform you of these changes.

Week	Date	Day	Readings	Material Covered	Assignment Due
1	8/17	M	Syllabus	COM 101 101, What is Media?	
	8/19	W		Computers 101	
2	8/24	M		Student Media Opportunities	
	8/26	W		Microsoft Office Basics	
3	8/31	M	1	Media Literacy Assign Media Showcase	1 Discussion Prep
	9/2	W		Media Interests Showcase	Media Interests Showcase
4	9/7	M		LABOR DAY	
	9/9	W	2	Creative Process, Know Your Medium, Copyright	2 Discussion Prep
5	9/14	M		Photography/Consumer Technology Assign Photo Showcase	
	9/16	W		Adobe Photoshop	
6	9/21	M		Self-Guided Training - Photoshop	
	9/23	W		Photo Showcase	Photo Showcase
7	9/28	M	3	Podcasting/Audio Assign Audio Showcase	3 Discussion Prep
	9/30	W		Adobe Audition Assign Professor Mini Pods	
8	10/5	M		Self-Guided Training - Audition	
	10/7	W		Audio Showcase	Audio Showcase
9	10/12	M		COM Advisors	
	10/14	W		Podcast Workshop	
10	10/19	M		Websites	
	10/21	W		Professor Mini Pods Showcase	Professor Mini Pods
11	10/26	M	4	AI in Media/Art Assign Graphic Showcase	4 Discussion Prep
	10/28	W		Adobe Illustrator	
12	11/2	M		Self-Guided Training - Illustrator	
	11/4	W		Adobe After Effects	
13	11/9	M		Self-Guided Training – After Effects	

	11/11	W		Graphic Showcase	Graphic Showcase
14	11/16	M	5	Video Sequencing Assign Video Showcase	5 Discussion Prep
	11/18	W		Adobe Premiere Assign Tutorial Final Project	
15	11/23	M		THANKSGIVING	
	11/25	W		BREAK	
16	11/30	M		Self-Guided Training - Premiere	
	12/2	W		Video Showcase	Video Showcase

1. Media Literacy: <https://www.youtube.com/watch?v=q-Y-z6HmRgl&list=PLJicmE8fK0EjWxWJW83K4z93wmtxtanHG>
2. Creative Process: The Simple Genius of Rick Rubin <https://www.davidsenra.com/episode/rick-rubin>
3. Podcasting/Audio: Podcasting: The Audio Media Revolution Martin Spinelli & Lance Dann
Chapter 1: Introduction: The Audio Media Revolution
4. AI in the media and creative industries
5. Video Sequencing: https://www.youtube.com/watch?v=zErUe_UVOGY
<https://www.youtube.com/watch?v=VTOC-cLsGA8>