CMST 301 6388 Digital Media and Society (2162)
CMST-301
Spring 2016  Section 6388  3 Credits  01/11/2016 to 03/06/2016

Faculty Contact
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Course Description
A survey of technological advancements in the field of digital media and their impact. The objective is to explain how digital media has transformed the communication of ideas in society and to make responsible choices in the creation and consumption of digital media based on awareness of global, social, ethical, and legal contexts. Topics include social media, the visual display of information, ethics and privacy, participatory media, and the impact of digital media on culture.

Course Introduction
Rapid technological advancements in the field of digital media have transformed the world we live in. The Internet, World Wide Web, smart phones, e-books, video games, and tablet devices have changed how we communicate, learn, think, live, play, and view the world. This course is a study of the impact of digital media and its effect on individuals, culture, and society from a computing perspective. Topics include social media, the visual display of information, ethics and privacy, participatory media, and the impact of digital media on culture.

Course Outcomes
After completing this course, you should be able to:
• explain how digital media has transformed the communication of ideas, information, and arguments in society locally and globally
• effectively communicate ideas, information, arguments, and messages through digital media to achieve a specific goal
• access, analyze, interpret, and evaluate digital media to foster learning and to guide decision-making
• make responsible choices in the creation and consumption of digital media based on awareness of global, social, ethical, and legal contexts

Course Materials
Click to access your course materials information (http://webapps.umuc.edu/UgcBook/BPage.cfm?C=CMST%20301&S=6388&Sem=2162)

Grading Information
Grading Criteria
Your grade for this course will be based on the completion of the following assignments:

Class Participation  20%
Project Descriptions

Project 1: Case Study

This case study is worth 20% of your final course grade.

Purpose: The use of digital media within organizations has transformed how organizations communicate with prospective and current customers. Digital media such as: web videos, e-books, and social media have each shaped the communication strategies organizations employ to engage customers. In this assignment, you will locate examples of how the use of digital media was used to communicate information to achieve a specific goal of an organization or individual. Students are required to create a case study and provide an analysis, which integrates what you have learned in the course, in addition to performing additional outside research.

Formatting Requirements

• Project must follow APA style
Purpose: Digital media has changed the ways ideas, information, and arguments in society are communicated both locally and globally. Individuals and organizations frequently use digital media as a means to influence individuals and organizations. In this assignment, you will identify news stories that demonstrate how digital media has been used to influence individuals or organizations. Then you will create a presentation analyzing and interpreting how the messages within the digital media were used to guide decision-making.

Formatting Requirements

- Project must follow APA style
- Footers including slide numbers, student name, and project name
- File name first initial, last name and project (ex. BWright_casestudy)
- Minimum of 15 slides, maximum 20 slides (excluding title slide and bibliographical slide)
- Use of tables, graphs, images, etc. of appropriate size that are relevant to the information being conveyed is highly encouraged.
- Title slide to include:
  - Your name
  - Instructor name
  - Course name and number
  - Project title

Content Requirements

- Introduction and Synopsis of News Story
Project 3: Research Paper

This research paper is worth 20% of your final course grade.

Purpose: Digital media is everywhere, often making it necessary to analyze the source of the digital media as well as the methods used to consume it. The responsible consumption of digital media requires individuals to have an awareness of the global, social, ethical, and legal contexts in which the digital media is consumed. In this assignment, you will choose a topic related to the global, social, ethical, or legal context of digital media for in-depth research, explaining how the issues associated to the topic relates to the consumption of digital media.

Formatting Requirements

- Project must follow APA style
- Double-spaced 1 inch margins
- 12 point professional font
- Headers including project name, class, and page numbers
- File name first initial, last name and project (ex. BWright_paper)
- Use of tables, graphs, images, etc. of appropriate size that are relevant to the information being conveyed is highly encouraged.

Content Requirements

- Minimum of 2500 words, maximum 3000 words (excluding cover and bibliographical pages)
- Title Page including your name, instructor name, course name and number, and paper title
- Research Paper Requirements
  - Outline
  - Introduction
  - Body
    - Research
    - Findings
    - Context
  - Conclusion
- Bibliography with minimum of 2 professional / scholarly sources. Wikipedia is not acceptable.

Grading Rubric

- Title Page (5 Points)
- Paper - Outline (5 Points)
- Paper – Introduction (10 Points)
Class Participation (Weekly Discussions)

There is a series of weekly discussion activities. Topics are posted in the Content > Weekly Discussion areas in the classroom. Each student is expected to discuss the topics critically in the context of the readings, videos, or other content assignment for that week. This is your chance to discuss the course material with each other just as you would in a face-to-face class.

Please do not attach files to your comments in the discussions.

Final Exam

The final will be a take-home exam and will be posted during the final week of class. No new reading material will be assigned during this week. Please review posted reading materials in Weeks 1-7.

Academic Policies

Academic Policies and Guidelines

ACADEMIC INTEGRITY

As a member of the University of Maryland University College (UMUC) academic community that honors integrity and respect for others you are expected to maintain a high level of personal integrity in your academic work at all times. Your work should be original and must not be reused in other courses.

CLASSROOM CIVILITY

Students are expected to work together cooperatively, and treat fellow students and faculty with respect, showing professionalism and courtesy in all interactions. Please review the Code of Civility for more guidance on interacting in UMUC classrooms: https://www.umuc.edu/students/support/studentlife/conduct/code.cfm.

POLICIES AND PROCEDURES

UMUC is committed to ensuring that all individuals are treated equally according to Policy 040.30 Affirmative Action, Equal Opportunity, and Sexual Harassment (https://www.umuc.edu/policies/adminpolicies/admin04030.cfm).

Students with disabilities who need accommodations in a course are encouraged to contact the Office of Accessibility Services (OAS) at accessibilityservices@umuc.edu, or call 800-888-UMUC (8682) or 240-684-2287.

The following academic policies and procedures apply to this course and your studies at UMUC.

150.25 Academic Dishonesty and Plagiarism (https://www.umuc.edu/policies/academicpolicies/aa15025.cfm) – UMUC defines academic dishonesty as the failure to maintain academic integrity. All charges of academic dishonesty will be brought in accordance with this Policy.

Note: Your instructor may use Turnitin.com, an educational tool that helps identify and prevent plagiarism from Internet resources, by requiring you to submit assignments electronically. To learn more about the tool and options regarding the storage of your assignment in the Turnitin database go to: https://www.umuc.edu/library/libresources/turnitin.cfm (https://www.umuc.edu/library/libresources/turnitin.cfm).
The following policies describe the requirements for the award of each degree:

**Degree Completion Requirements for the Graduate School**

**Degree Completion Requirements for a Bachelor’s Degree**

**Degree Completion Requirements for an Associate’s Degree**

**Policy on Grade of Incomplete** - The grade of I is exceptional and only considered for students who have completed 60% of their coursework with a grade of B or better for graduate courses or C or better for undergraduate courses and request an I before the end of the term.

**Course Withdrawal Policy** - Students must follow drop and withdrawal procedures and deadlines available at [https://www.umuc.edu/](https://www.umuc.edu/) under Academic Calendar.

**Procedures for Review of Alleged Arbitrary and Capricious Grading** – appeals may be made on final course grades as described herein.

**Calculation Of Grade-Point Average (GPA) for Inclusion on Transcripts and Transcript Requests** – Note: Undergraduate and Graduate Schools have different Grading Policies (i.e. The Graduate School does not award the grade of D). See Course Syllabus for Grading Policies.

**GRADING**

According to UMUC’s grading policy, the following marks are used:

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Graduate</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<td>C</td>
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<td>D</td>
<td>60-69</td>
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<td>F</td>
<td>59 or below</td>
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<td>FN</td>
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<td>I</td>
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<td>Withdraw</td>
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**Undergraduate**

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<td>70-79</td>
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**Graduate**

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<th>AU</th>
<th>W</th>
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<tbody>
<tr>
<td>90-100</td>
<td>80-89</td>
<td>70-79*</td>
<td>N/A**</td>
<td>69 or below</td>
<td>Failure-Non attendance</td>
<td>Grade Pending</td>
<td>Passing</td>
<td>Satisfactory</td>
<td>Unsatisfactory</td>
<td>Incomplete</td>
<td>Audit</td>
<td>Withdraw</td>
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</table>
* The grade of "B" represents the benchmark for The Graduate School. Students must maintain a Grade Point Average (GPA) of 3.0 or higher. Classes where final grade of C or F places a student on Academic Probation must be repeated.
** The Graduate School does not award the grade of D.

COURSE EVALUATION SURVEY

UMUC values its students' feedback. You will be asked to complete an online evaluation toward the end of the term. The primary purpose of this evaluation process is to assess the effectiveness of classroom instruction in order to provide the best learning experience possible and make continuous improvements to every class. Responses are kept confidential. Please take full advantage of this opportunity to provide your feedback.

LIBRARY SUPPORT

Extensive library resources and services are available online, 24 hours a day, seven days a week at [https://www.umuc.edu/library/index.cfm](https://www.umuc.edu/library/index.cfm) to support you in your studies. The UMUC Library provides research assistance in creating search strategies, selecting relevant databases, and evaluating and citing resources in a variety of formats via its Ask a Librarian service at [https://www.umuc.edu/library/libask/index.cfm](https://www.umuc.edu/library/libask/index.cfm).

LEARNING MANAGEMENT SYSTEM SUPPORT

To successfully navigate the online classroom new students are encouraged to view the Classroom Walkthrough under Help in the upper right menu of the LEO classroom. Those requiring technical assistance can access Help@UMUC Support directly in LEO under the Help menu. Additional technical support is available 24 hours a day, seven days a week via self-help and live chat at [https://www.umuc.edu/help](https://www.umuc.edu/help) or by phone toll-free at 888-360-UMUC (8682).

SYLLABUS CHANGES

All items on this syllabus are subject to change at the discretion of the Instructor and the Office of Academic Affairs.

Class & Assignment Schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>SESSION TOPIC / ASSIGNMENTS</th>
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<tbody>
<tr>
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<tr>
<td>Week</td>
<td>Topics</td>
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</tr>
<tr>
<td>1</td>
<td>Digital Media, Web Technology, Digital Design, Motion Graphics</td>
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<tr>
<td>2</td>
<td>Digital Media - Impact on Society, Communication Theory, Content Delivery / Digitization, Technological Determination</td>
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**Tasks List:**

1. Familiarize yourself with your LEO classroom.
2. Participate in the Week 1 Discussion conference (located in the Content > Course Content area under the corresponding weekly activity module).

*Please let me know if you have any questions (head over to the Ask the Instructor Discussion located in the Content area).*
<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
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</thead>
</table>
| 3    | Social Media  
|      | Social Networking  
|      | Community Building  
|      | Blogs  
|      | Participatory Media  
|      | Digital Media’s / News & Politics |

**Readings:**
The readings are located in the Weekly Read & Watch topic (located in the Content > Course Content area under the corresponding weekly activity module).

**Tasks List:**
1. Participate in the Week 3 Discussion conference (located in the Content > Course Content area under the corresponding weekly activity module).

**PROJECT 1 – CASE STUDY DUE**
Complete and submit your project to the class Assignment Folder no later than: 11:59PM (EDT) – 01/31/2016

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
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</table>
| 4    | Privacy & Security  
|      | Ethical Behavior  
|      | Digital Rights Management  
|      | Copyright Infringement in the Digital Age |

**Readings:**
The readings are located in the Weekly Read & Watch topic (located in the Content > Course Content area under the corresponding weekly activity module).

**Tasks List:**
1. Participate in the Week 4 Discussion conference (located in the Content > Course Content area under the corresponding weekly activity module).
<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
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</thead>
</table>
| 5    | 2/8 to 2/14 | Visual Display of Information  
Evaluating Digital Media Content  
Infographics  
Readings:  
The readings are located in the Weekly Read & Watch topic (located in the Content > Course Content area under the corresponding weekly activity module).  
Tasks List:  
1. Participate in the Week 5 Discussion conference (located in the Content > Course Content area under the corresponding weekly activity module).  
PROJECT 2 – PRESENTATION DUE  
Complete and submit your project to the class Assignment Folder no later than:  
11:59PM (EDT) – 02/14/2016 |
| 6    | 2/15 to 2/21 | Human / Computer Interaction (HCI)  
Usability & Accessibility  
Impact of Interface Design  
Readings:  
The readings are located in the Weekly Read & Watch topic (located in the Content > Course Content area under the corresponding weekly activity module).  
Tasks List:  
1. Participate in the Week 6 Discussion conference (located in the Content > Course Content area under the corresponding weekly activity module). |
<table>
<thead>
<tr>
<th></th>
<th>Topic</th>
<th>Readings</th>
<th>Tasks List</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>E-Commerce</td>
<td>* The readings are located in the Weekly Read &amp; Watch topic (located in the Content &gt; Course Content area under the corresponding weekly activity module).*</td>
<td>1. Participate in the Week 7 Discussion conference (located in the Content &gt; Course Content area under the corresponding weekly activity module).</td>
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<td><strong>PROJECT 3 – RESEARCH PAPER DUE</strong></td>
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<td>Complete and submit your project to the class Assignment Folder no later than: 11:59PM (EDT) – 02/28/2016</td>
</tr>
<tr>
<td>8</td>
<td>Final Exam Week</td>
<td><em>No readings this week.</em></td>
<td>1. Participate in the Week 8 Discussion conference (located in the Content &gt; Course Content area under the corresponding weekly activity module).</td>
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<td>2. Complete the Final Exam by 3/6/2016</td>
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</tbody>
</table>

Students can access their complete list of assignments and their corresponding due dates within the Assignments section of the classroom by navigating to the Assignments section of the class from the main navigation bar. Follow the link below, and then click Assignments, for a video demonstration on how to utilize this feature.

[Classroom Walk through Videos Link](http://www.umuc.edu/students/leo/videos.cfm)

Students also have access to a calendar tool on the course homepage within the classroom.