

Course Prefix/Number/Title: CIS 248 Digital Media I

Number of Credits: 3

Course Description: Technical and conceptual foundations of new media will be explored. Understand and write critically and clearly about the fundamentals of digital tools, including networking, participatory culture, copyright, hypertext, narrative, interactivity, and computer games.

Pre-/Co-requisites: None

Course Objectives:

- Be able to use the World Wide Web as a research tool
- Effectively communicate complex subjects in engaging oral presentations
- Develop and refine skill in identifying and citing credible resources
- Demonstrate an understanding of how networked technologies impact society
- Demonstrate an understanding of data and statistics to gauge quality or reliability
- Outline some of the ethical challenges faced by media producers and online communities

Instructor: Trisha Nelson

Office: MiSU Campus, Model Hall 311

Office Hours: T, Th 11:00-2:00 in-person or virtual meeting available by appointment

Phone: 701-858-3313

Email: trisha.nelson@dakotacollege.edu

Lecture/Lab Schedule: Online

Textbook(s): None

Adobe Creative Cloud Subscription Required

Course Requirements: Required reading from articles from scholarly journals, trade magazines and popular publications. Students will learn how digital media has evolved and how to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Tentative Course Outline:

Benefits of digital media and why it's important
Develop personal brands
Create media and content strategy
Implement content strategies on social networks
Create media policies and crisis response plans
Media analytics and measuring ROI

This course will use a variety of teaching methods including but not limited to lectures, discussion groups, online teaching and group projects.

Reflective E-Portfolio

Reflections via a blog

Quizzes and assignments based on reading and research

Use of social media. Students will utilize the following accounts: Hootsuite, Twitter, Facebook, LinkedIn, Instagram, Youtube. (subject to change)

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): Employ industry-specific skills in preparation for workplace readiness.

Relationship to Campus Focus: The course focuses on knowledge and application of technology.

Classroom Policies:

- Students are required to complete all class activities.
- Attendance is vital to success. Absences and arrangements must be made with the instructor prior to class time.
- The instructor reserves the right to remove anyone causing disruptions or showing disrespect to others. The instructor will interpret and declare what is considered disruptive or disrespectful behavior.
- Students are to silence or turn cell phones off during class.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs:

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX:

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.