

Mass Communications III

COURSE TITLE	Online Video Publishing Course Syllabus
INSTRUCTOR	Kelli M. Anderson sojournals@gmail.com
DEPARTMENT	Literary Media & Communication
MEETING TIMES	TBD

COURSE DESCRIPTION

This class will challenge students to think creatively about the potential of web video, and connect the dots between open technology, creative expression, and media democracy. Student will gain practical experience in online video publishing through work on LMCTV YouTube video channel and LMCTV Tumblr blog. Exploring principles of multimedia production, online storytelling tools, social media and content management, students will learn to populate a reported site, promote it and maintain it beyond class.

COURSE GOALS & OBJECTIVES

By the end of this course, you will be able to:

Self-publish using YouTube Direct as a Content Management System and maintain a hosted Tumblr website.

Integrate multimedia storytelling techniques to interactive projects including audio, photo and video presentations and other forms of reporting technology.

Conceive, report and produce engaging crowdsourced projects.

Tap social media tools and networks to show a demonstrated increase in traffic to and engagement with their content.

Write concisely and clearly for the Web

REQUIRED MATERIALS

- Gmail email address
- Notebook
- Pens

Required Textbook

There is no required textbook for this class. All materials are available online.

GRADES & SCORING

Every course assignment will have a total amount of points possible to earn, of which the student will earn some percentage. It is possible to earn over 100% on some assignments, however, the course average can be no more than 100%. Receiving a final average lower than 59% is considered a "fail" for this course.

Grade Breakdown:

Oral Presentation—on some aspect of publication 10%

Short Papers—analysis of a literary magazines- 20%

Comments, Participation- 20%

Reading Response questions- 20%

Blog Posts- 30%

ATTENDANCE & TARDINESS POLICY

In order to pass the course, students are required to attend 70% of the classes throughout the school year. Only extreme (as deemed by the instructor) cases with documented proof will be exempt from this rule.

If a student arrives more than halfway into the class, they are considered absent for the entire period.

AREAS OF STUDY

1. Video Sharing
2. Video Distribution
3. Interactive Video
4. Blogging
5. Branding and Messaging
6. Content Creation and Curation
7. Search Engine Optimization (SEO)
8. Marketing
9. Analytics

LMC Code of Conduct Policy

In the Literary Media & Communications Department we believe in holding our students to a very high standard of conduct. It is our belief that an early understanding of how you are expected to carry yourself in the working world will instill a valuable set of tools; soft skills that will serve you well for years to come.

In light of this we have created a simple code of conduct and grievance procedure that will enable both faculty and students alike to maintain a professional learning environment.

We expect students, faculty and guests:

- To be respectful of one another, and to carry themselves with both intelligence and humility.

We expect students:

To dress appropriately.

To hand in completed assignments on time. Late and incomplete work is unacceptable.

Absence and tardiness will not be tolerated.

Disruptive behavior will not be tolerated.

Poor participation will not be tolerated.

To respect the individual classroom rules of all teachers, both arts and academics (For example, no food and drink around the computer equipment in the lab).

Students who fail to comply with the above will be subject to a penalty scoring system:

Five-Point Penalty System

There will be two soft warning before a student accumulates their first penalty point.

1pt: Mediation and possible detention.

2pts: Parent contacted.

3pts: Parent/Teacher conference with Chair.

4pts: Student placed on probation list, consultation with Father Payne.

5pts: Student is placed on Transfer list.

LMC Grievance Procedure

We believe that students are entitled to a voice and want to give them that space to air any concerns they might have. However we believe it's important that students express their grievances in the correct manner, to ensure that there is no conflict and that their complaints are both heard and handled appropriately.

We believe that this formal procedure will help create a healthy environment in which to learn, as well as eliminate any potential conflict and miscommunication.

Complaint with Member of Staff

If a student believes they have a concern or complaint with a member of staff, we ask that students not confront that person but rather, in the first instance, seek out another member of staff in the department. That member of staff will act as a mediator to resolve any dispute.

If they feel as if their grievance has not been resolved at that first stage, students have the recourse to then put their complaint into writing and discuss the issue with the department Chair.

We do believe we can resolve most disputes internally in a professional manner and will work hard to achieve this, however if students still feel as if the matter has not been tackled to their satisfaction, it is within their right to:

- Request a parent / teacher conference with Chair present
- Put their concerns into writing to the Dean of Arts / Dean of Students
- Put their concerns into writing to the Principal.

Complaint with Fellow Student

If a student believes they have a concern or complaint with a fellow student, again, we ask that you do not confront that student. You should seek out a member of staff who will in the first instance attempt to mediate on your behalf. If the complaint cannot be resolved at this stage, students have the right to follow the same steps they would take with a staff grievance.