



RTV 420 Interactive Media, Summer I 2014
Dr. Tony DeMars ~ Faculty Office: PAC 121
Office Phone: (903) 468-8649 ~ E-mail: Tony.DeMars@tamuc.edu
E-mail sent to any other e-mail address or through Engrade will not be read
Office Hours: TWTh 11:00 am – 12:00 pm and by appointment

COURSE INFORMATION

Text: *Multimedia Foundations: Core Concepts for Digital Design*, Costello, Youngblood & Youngblood *and* selected online reading assignments, as noted on the online course outline.

Classroom Technology: Any electronic device (computer, cell phone, smart phone, iPad, etc.) brought to class must be turned off and stored off your desktop during class. If you are found using any device in a non-approved way, you will lose 100 points from your course grade for each occurrence. A special approval form must be signed to allow any approved use.

Required materials: Students may be responsible for providing their own mini DV tape stock, other media (such as DVD-R), flash drive, SD card, and blank DVD labels as the need arises.

Course Description: Interactive Media. Three semester hours. The course explores the Internet, particularly the World Wide Web, as a new medium of communication, as it relates to the mass media industry. Students will develop a greater appreciation for the applications and implications of computer-mediated communication, explore cultural, social and economic issues of interactive media, and learn or improve upon basic practical skills in video and audio production and editing and web-based tools for interactive media production.

Student Learning Outcomes--Through readings, instruction, practice, and projects, students will:

1. Develop skills in and/or learn the relationship of multimedia to audio and video production;
2. Apply existing skills and/or develop new skills in audio and video production;
3. Learn skills and techniques in publishing traditional media content to the Web; and
4. Learn basic web page design using HTML/CSS, Dreamweaver, Muse and/or KompoZer .

COURSE REQUIREMENTS

Grading policies:

Projects:

THE GRADED PROJECT WORK FOR RTV 420 CONSISTS OF:

- A series of mock-up web pages created by different means
- Audio, video and still image creation and acquisition to support the project
- A final Interactive Web Page incorporating your own images and multimedia content

You must work alone when creating or producing content, except when specifically approved in writing by the instructor or as specified by a particular project. You are also graded based on editing training and skills. **Further project guidelines at found www.tonydemars.com.**

Project Requirements: The final project must be completed and accepted for the student to receive a ‘B’ or better course grade, regardless of points accumulated. Specific project criteria are provided in class and/or via the course web site. A project not turned in on time will be late regardless of the reason—please do not ask me for ways to resolve your deadline problems; it is your responsibility to meet the deadline regardless of technical or other problems. Grading criteria of projects will be made available on the course web site. Ask in class if you are ever in doubt. Projects must be complete to be accepted. Any late project accepted will be graded for credit only (no points). **REMEMBER—no late work!** See the week-by week assignment guide for due dates.

Exams, Daily Work, Quizzes: Exams: There will be a mid-term exam, primarily based on short-answer, T-F, and/or multiple choice questions, plus a similar-style comprehensive final exam. Test questions will be based on textbook, online reading and class content. No make-up exams will be given except in a dire emergency and then only if the instructor is contacted in advance. Documentation verifying the cause of the absence would be required; make-up format could be essay and listing. Any day we have a quiz over assigned reading: each time you make less than 60, you lose 10 points from your Attendance / Participation grade. However, if you make no lower than 70 on all such quizzes, we do at least 10 of these, and your average is 85 or better, your minimum course grade, regardless of what you make on other work, will be a C, as long as you have completed all required work. Chapter Exams will typically cover 2-4 chapters at a time and will be listed on the online course outline. Chapter Exams and Quizzes may not be made up if missed. Chapter Exams will include questions from chapters, online reading and class content.

Grade evaluation: Mid-term exam.....	200
Attendance/Participation Grade.....	100
Initial rough draft web page designs.....	100
Chapter Exams....(4 @ 25 pts. each).....	100
Full Multimedia Final Project.....	200
Final Exam	200

GRADE REQUIREMENTS:

"A"—810 + "B"—720-809 "C"—490-719 "D"—420-489

NOTE: In order to make a B or better, you must complete a multimedia web page that meets the requirements listed on the online Project Guide. Missing any content deadline = no project credit.

Grades & general grade averages will be on Engrade.com – be sure you get your access code. Students are responsible for checking their own grades – grades will not be brought to class.

Note: Average as posted on Engrade is always an unofficial estimate. Each student will be given information on how to check grades on Engrade and is responsible for checking his/her own grades. Grades will not be given directly to students during class time. Schedule a time with the Graduate Assistant to come look at tests, quizzes or class work that is kept on file and not returned. There will be a grade reduction on any quiz, test or exam for which you arrive late.

COMMUNICATION AND SUPPORT

Faculty / Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with the instructor in his office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or email.
- **The keys to success in this class:** Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance and participation: See www.time.gov for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your point total starting with the 3rd hour of late or absent. Each class meeting is two hours of attendance or absence. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Note: Very occasionally, an emergency break might be needed. If this occurs, feel free to leave without penalty, and simply remind me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. You should expect to have no more than one of these per semester. Participation NOTES: (a) Each time you are seen with food and/or drinks in a production area, you lose 50 points from your course grade, and (b) Each time you are given in-class time to do project work and are observed not using the time productively, you will have a minimum of 20 points deducted from your project grade AND may be assigned extra work, that, if not done as assigned, will cause a 50 point reduction to your project grade. Children or other guests are not allowed in classes.

IMPORTANT: STUDENTS WHO ACCUMULATE MORE THAN SIX HOURS OF ABSENCES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.

UNIVERSITY ATTENDANCE POLICY 13.99.99.R0.01 Class Attendance – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements.

Academic Honesty: If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student's Guide Handbook for the University Academic Honesty Policy. Plagiarism includes the use of someone else's work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including www.turnitin.com for each submission. Using work you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Classroom Policies: Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline. **IMPORTANT NOTE:** Turn off cell phones before entering the classroom. **You may not use any electronic device in the classroom without specific permission from the instructor through a signed form completed prior to use. Any electronic device (computer, PDA, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class.** Non-approved computer use in the computer lab also applies. Penalties and specifics are noted above.

Deadlines: Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due for class, or as noted for news story pre-production and production. Work submitted incomplete will be marked as not submitted. **Work not submitted on time is subject to being graded for credit only—no points.**

Behavior: “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student's Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05
Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty
Anyone who persists in disruptive behavior will be permanently removed from class.

A few other words and restatements on classroom behavior:

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.
- Take notes. Doing so will allow you to have content that will be on the tests.
- Turn off cell phones and similar devices when you come into class.
- You may not have food or drinks in the computer lab area. Likewise, you MAY NOT have food or drinks in the editing rooms or TV studio at any time.
- Read assigned readings in advance. Be prepared to talk about them.

Changes to syllabus: I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

ACCOMMODATIONS FOR DISABILITIES: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons

with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library Room 132. Phone (903) 886-5150 or (903) 886-5835. Email: StudentDisabilityServices@tamuc.edu

EARLY INTERVENTION FOR FIRST YEAR STUDENTS: Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

Detailed outline and readings at course web site: <http://www.tonydemars.com>

COURSE OUTLINE / CALENDAR – available at www.tonydemars.com
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MASS MEDIA, COMMUNICATION AND THEATRE ~ SUMMER I SEMESTER 2014

Name _____ Phone #: _____

Email: _____ Class Level _____

What career area are you planning for? _____

I, _____ (PRINT YOUR NAME CLEARLY) UNDERSTAND THAT FOR ANY OF DR. DEMARS' CLASSES AT TEXAS A&M UNIVERSITY-COMMERCE, STUDENTS MAY NOT USE ANY TECHNOLOGY IN CLASS EXCEPT WHEN SPECIFICALLY APPROVED IN WRITING. THE CLASS(ES) TO WHICH THIS APPLIES TO ME FOR THIS SEMESTER IS / ARE:

_____, _____, _____, _____

THE ONLY APPROVED TECHNOLOGY DURING CLASS TIME IS A DEVICE LIKE A LAPTOP COMPUTER OR IPAD – USED ONLY FOR TAKING NOTES DURING CLASS, AND ONLY IF SITTING IN THE FRONT HALF OF THE CLASSROOM WHILE BEING USED. THIS MEANS WI-FI MUST REMAIN OFF AND PHONES ARE NOT TO BE CHECKED DURING CLASS. LAB COMPUTERS ARE TO BE USED FOR ASSIGNED CLASS WORK ONLY. I ACKNOWLEDGE THAT DETAILS ABOUT THIS ARE FOUND IN THE CLASS SYLLABUS. I AGREE THAT I WILL ONLY USE SUCH A DEVICE ONLY FOR TAKING NOTES DURING CLASS, AND I ALSO UNDERSTAND THAT THE SYLLABUS FOR THIS COURSE SAYS THAT IF I AM FOUND USING ANY TECHNOLOGY DURING CLASS – SURFING THE INTERNET, FACEBOOKING, TEXTING, CHECKING A CELL PHONE, ETC.—I AM SUBJECT TO A COURSE POINT REDUCTION FOR EACH OCCURRENCE.

Do you understand all policies set forth in the syllabus for the Summer I 2014 RTV Class? If you do and you acknowledge that it is your responsibility to know and follow them, please sign below. If you have any questions or concerns, please see your instructor by day two of the course.

Signature

Date

Note: Complete this form and give it to your instructor during the first two days of classes.

This signed sheet is required. If your instructor does not have this sheet signed and in his files, a failing grade will be given for the course.