

MSA 1315
Mass Media & Technology
J-Term 2013

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DESCRIPTION: This course provides an overview of technology as it applies to the media today. The objective of the course lectures will be to discuss the technical aspects, legal and ethical issues, and the effects of media technology on consumers. A second objective of this course is to utilize applications that form the foundation of today's digital media society and economy. Two exams and several computer-based projects will allow you to demonstrate your media technology-related abilities and knowledge. In short, this semester you should be able:

1. Discuss basic computer concepts.
2. Develop skills in bedrock applications of word processing, spreadsheets, email, Internet browsers and presentation software.
3. Flaunt your knowledge of the legal, social and ethical issues related to media technology.
4. Apply major terms and concepts in two exams.

TEXT: There is no required text

GENERAL COURSE OUTLINE:

Week I:	1-7	Introduction ; Diffusion of Innovations
	1-8	Peripherals and Scanners Bring in Storyboards for First Project History of Computing; Clickable Docs
	1-9	Computer Hardware Databases and Spreadsheets
	1-10	Assignment #1 Due; Presentation software Ethics of Computing Articles (1 st round) Presented; Exam review
	1-11	Exam 1; Media Technology Field Trip
Week II	1-14	History of the Internet Multimedia and Steps in a Multimedia Project
	1-15	Project #2 In, Gaming and its Applications; Music Creation; CD Creation
	1-16	Article Summary Podcast due; Exam 2

GRADING:	Exam #1	150
	Exam #2	150
	Three Varied Projects	180 (#1-3 @ 60 ea.)
	One brief summary	20
	<u>Class Participation/In-Class Projects</u>	<u>50</u>
	TOTAL:	550

All work must be original to receive credit. (Please note SMU's policy on academic honesty in the undergraduate bulletin.) Late work is subject to a grade reduction of ten percent per day that it is late. The grading scale is a straight 90% and above:A [90-92 A-]; 80%:B [88-9 B+; 80-82 B]; 70%:C [78-9 C+, 70-72 C-]; 60%:D [68-9 D+; 60-62 D-]; 59% and below: F. Please see individual assignment sheets for grading criteria on the “four varied projects.”

Attendance: According to the undergraduate bulletin, regular classroom attendance is required. Absences to any morning or afternoon will each deduct 4% from the final grade. University-excused absences are the only absences that will not be subtracted from the final score. Because this is an intensive daily class with only eight meetings, you are expected to attend all classes. You are responsible for handing in your work on the due date and late work is subject to penalties.

Note: It is a policy of SMU to accommodate students with disabilities, pursuant to federal laws. In hopes of assisting SMU students with disabilities, any disabled student who needs accommodation should inform me at the beginning of the semester. For more information, contact the coordinator of SMU's Services for SMU Policy on Religious Holidays : Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

SMU Inclement Weather Policy: If conditions warrant closing, that decision will be made by the President in consultation with the SMU Police and the Provost. The Office of News and Communications in Public Affairs will attempt to contact the news media by 6 a.m. if day classes must be cancelled. In addition to notifying the media of a decision to close SMU, the following steps are taken to notify the university community: An e-mail message will be sent to all students, faculty and staff; Closing announcements may be obtained by calling 214-SMU-INFO (214-768-4636); and Closing announcements will be posted on the SMU web site.