

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**INTRODUCTION TO MEDIA TECHNOLOGIES**  
**MDT 1000**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Revised: Spring 2011**

**Catalog Course Description:**

This course critically analyzes mass communication and its effect on society. It equips students with media literacy skills to deconstruct mass media's influence. It compares media representations of societal behavior and belief systems of differing cultures. Students study film and television and how these media depict individuals, institutions, and issues. Students also study copyright and ethics in the converging media workplace and the history of mass media 1850 - present.

**Entry Level Standards:**

Students must be able to read and write at a college level.

**Prerequisites:**

None

**Textbook(s) and Other Course Materials:**

*An Introduction to Digital Multimedia*  
Savage and Vogel  
Softcover ©2009 Jones and Bartlett  
ISBN 0-7637-5052-2

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Introduction to course and blogs
2	Elements and Principles of Design
3	Narration and Photography
4	The Multimedia Revolution
5	Digital Data
6	Computer Hardware
7	Computer Software

8	Text
9	Graphics
10	Sound
11	Video
12	Animation
13	Authoring and Multimedia Development
14	Professionalism and Ethical Issues
15	Final Exam Period

## II. Course Goals\*:

The course will:

- A. Critically analyze media communication techniques and mediums, expressing (verbal and written examples) how mass media can influence and sway an audience and their decision-making skills. I.1, I.2, III.1, III.2, III.3, III.4
- B. Evaluate and discuss current issues and take ethical standpoints, debating both the issue and how media conglomerates covered the issue. Delve into economics and how financial backing and advertising affects media messages. I.2, I.5, I.6, I.7, III.6, III.2
- C. Groups will research convergence in the media workplace and present findings in a lecture style presentation format, using visual aids. Create a written report to the instructor that will highlight the benefits and pitfalls of converging more than one media discipline into one department. I.1, I.2, I.4, III.7, III.3 VII.1, VII.3
- D. Production proposals and projects will identify a client's goals in terms of needs analysis, scheduling and budgeting. A pitch will be required. This process will emulate the pre production meeting and will focus on acquiring the client and being awarded the bid. Researching the company / client and anticipating the needs and dynamics will be a focus. I.4, I.5, I.6, VII.1, VII.3, VII.4, VII.5, VII.6
- E. View televised coverage and read print and cyber publications of stories (domestic and international) that cover the same issue. Consider why one source, or perspective is different from another. Choose a point of view and write or discuss why you've chosen to represent this stance. I.4, I.6, III.1, III.2, III.4
- F. Instill a confidence with communication skills – verbal and written. The course will allow opportunities for students to find and develop their intellectual and critical voice by means of debating current issues, analyzing media and approaching prospective clients for production jobs. I.3, I.5, I.6, III.2, III.3

\*Roman numerals after course objectives reference goals of the MDT program (Career Program Goals and General Education Goals are listed [http://www.pstcc.edu/departments/curriculum\\_and\\_instruction/syllabi/](http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/) )

## III. Expectations for Student Performance\*:

Students will be able to:

1. Utilize media literacy skills to make informed consumer decisions. A, B, E
2. Use new media skills to communicate effectively with multimedia. A, B, F
3. Understand the history and evolution of communication technology and design theory. A, F
4. Communicate how science and technology has changed societal views. F
5. Understand copyright law and intellectual property. B, C
6. Identify client needs and produce a production project to meet client expectations budgeting and scheduling. C, D
7. Develop Internet research skills. D, F
8. Write reviews of journal and magazine articles on related topics. A, C
9. View television news coverage of current events and chose a side to debate. A, B, E, F

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### A. Testing Procedures: 50%

Quizzes (12): objective questions on assigned readings  
Comprehensive Exam

##### B. Exercises Expectations: 50%

Illustrated Research Essays  
Controversy in Media Presentation  
Assignments using media technologies

##### C. Field Work:

Film review  
Exhibition or performance review

##### D. Other Evaluation Methods:

N/A

##### E. Grading Scale:

A 90-100  
B+ 85-89  
B 80-85  
C+ 75-79  
C 70-75  
D 60-69

F 59 or less

## V. Policies:

### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

### B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

### C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at [www.pstcc.edu/departments/swd/](http://www.pstcc.edu/departments/swd/).

### D. Other Policies:

An atmosphere of professionalism will be maintained during all discussion of human similarities and differences; inflammatory or inappropriate language will not be tolerated.