

Dakota College at Bottineau Course Syllabus

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

Number of credits: 3 semester credits

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: Previous computer experience

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: TBD

Phone: 701-858-3313

Email: trisha.nelson@ndus.edu

Lecture/Lab Schedule: Online

Textbook(s): Instructor provided materials; online readings and handouts

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

Spring 2020

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

1. Reflective E-Portfolio
2. Reflections via a blog
3. Quizzes and assignments based on reading and research
4. Use of social media. Students will utilize the following accounts: Hootsuite, Twitter, Facebook, LinkedIn, Instagram, Youtube. (subject to change)

Reflective e-Portfolio

The reflective e-portfolio will document student learning, development and any challenges encountered along the way. Students will reflect upon their learning, identifying how their knowledge in a particular field has developed and identify present and future challenges. The ePortfolio has the capacity to be a learning tool, an assessment tool, and a record of achievement.

Grading Scale: A=90%; B=80%; C=70%; D=60%; F=59% and below

General Education Goals/Objectives:

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

Classroom Policies:

- Students are required to complete all class activities.
- Attendance is required. Absences and arrangements must be made with the instructor prior to class time.
- Bring resources, electronic storage devices, and writing tools to each class.
- 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.

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:

- 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. (Student Handbook p. 19)

Disabilities and Special Needs:

- If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact your instructor or the Learning Center as early as possible during the beginning of the semester.