Innovations in Media

COMM 4500

Fall 2017, Tues.-Thur. 1:30-2:45 p.m.

Dr. Jean Reid Norman

**Required texts:**

*Pilot’s Handbook of Aeronautical Knowledge*, Federal Aviation Administration, FAA-H-8083-25B. (PDF available free on Canvas.)

*UAS Remote Pilot Test Prep*, Aviation Supplies & Academics Inc., Newcastle, Washington, 2016. Comes with an activation code to take up to five practice drone pilot tests.

Multiple other readings will be required. They will be posted on Canvas.

**Recommended:**

*HTML & CSS: Design and Build Websites*, by Jon Duckett, John Wiley & Sons.

**Class Description:**

This class will explore new technologies and techniques for storytelling in the media, including Google News Labs, virtual reality, drone technology and mobile information gathering and dissemination.

**Learning Outcomes:**

By the end of the semester, students should be able to:

* Understand the history of innovation and how it is adopted. (reading, discussions)
* Pass the FAA’s UAS remote pilot test. (practice UAS test)
* Shoot 360 photos or video with an understanding of the potential and limitations. (demo reflections)
* Incorporate visuals obtained through innovative means into traditional media. (plan, script, final project)
* Tell a story, either fiction or nonfiction, using a new technology. (plan, script, final project)
* Make simple changes to a personal website using HTML and CSS. (coding exercise)
* Determine the personal usefulness of new technology through experimentation. (tutorial, demo reflections)
* Critically evaluate narratives created with new technology. (Good Stuff)
* Articulate the ethical issues involved in new technologies. (final reflection)
* Collaborate and communicate. (all assignments)

**How we will meet these learning outcomes:**

Innovation requires nimble learners and the courage to experiment, fail and learn from failure. Innovators have to be able to teach themselves, and that will be part of this class. Students will find innovations they think will be useful, learn them and teach them to classmates. They will also choose a final project using a media innovation of their choice (with instructor approval) to tell a story.

The class will include demonstrations of cutting-edge innovations such as 360 video/virtual reality, drones and Google Tools, but it will not be limited to these innovations.

**Assignments and Grading:**

1. Reading: The instructor has curated articles that will generate discussion on innovation and how to react to change. Students are expected to read the articles before class and be prepared to discuss trends. **This is an upper-division course, so I expect students to read and prepare for class. If I find that students are not doing the reading, then I will create Canvas discussions for points.**
2. Tutorial: Each student will find **two apps or equipment** that enrich the skills they are using in their project and demonstrate them to the class for **25** **points** **each**.
3. The Good Stuff: We will analyze examples of good use of innovation. Each student must lead two analysis discussions for **25** **points each**.
4. Demos: The class will have the opportunity to participate in demonstrations of virtual reality, drones, Google Tools and other innovations that the instructor can bring in. For any three of those demos, students will be required to write a reflection discussing the storytelling potential of the innovation. **25 points each.**
5. Part 107 practice test: Students will be expected to pass one of five practice tests for the Part 107 drone pilot license with 80% or better. This will indicate readiness to take the real Part 107 test at a local testing center. **50 points.**
6. You must demonstrate basic knowledge of HTML and CSS. **Required to pass.**
7. Plan: By Fall Break (Oct. 20), students must identify a final project that uses an innovation to engage in storytelling. They must file a memo describing the project and how they plan to approach it. **50 points.**
8. Script: Students must turn in a script for the final project before completing the project. **200 points.**
9. Final Project: The final project will be evaluated on its overall quality of storytelling. **500 points.**
10. Final Reflection: Students will submit a final reflection of 400-500 words describing the difficulties and how they overcame them, as well as lessons they learned from completing the final project. Ethics must be addressed. **100 points.**

**Course Policies:**

Canvas: Weber State uses a course software system called Instructure/Canvas. Grades on all assignments will be posted there, as well as some of the readings, announcements and handouts.

Forced Closure: If the university closes for weather or other reasons, please check Canvas.

Core Beliefs: WSU recognizes that sometimes course content may conflict with a student's core beliefs. In this class, students will be asked to learn about innovation. If you believe this course content will present problems for you, you are welcome to withdraw.

Disability Accommodation: If students need disability accommodations, please provide me with documentation from the Students with Disabilities Office before the end of the second week of the semester, and I will be happy to work with you.

Diversity: Students in this class are encouraged to speak up and participate during class meetings. Because the class will represent a diversity of individual beliefs, backgrounds, and experiences, every member of this class must show respect for every other member.

Plagiarism: Plagiarism is the theft of someone else's expression of ideas. It is also a good way to get fired from a job, so I take it very seriously. Be sure that all of your work is original, not simply downloaded from an already published source. When you use work from others, you must appropriately credit the sources. I will follow all university regulations in punishing plagiarists.

Stay informed: The Department of Communication ([www.weber.edu/communication](http://www.weber.edu/coimmunication)) and the Telitha E. Lindquist College of Arts & Humanities ([www.weber.edu/cah](http://www.weber.edu/cah)) want to ensure you stay updated on all of the events, announcements and opportunities within the college. They also offer prizes on Facebook and Twitter: Facebook.com/WSUartsandhumanities.com, Facebook.com/WeberStateCommunicationDepartment

Senior Seminar (COMM 4990) E-Portfolio: Your published work will serve as evidence you have progressed toward achieving one or more of the goals for your Communication degree. The deadlines for your final project are designed so that it can be published in The Signpost and be available for your portfolio. If you have another place where you want to publish, you do not have to publish in The Signpost. Save your published work from this course, preferably as pdfs. You will need them for your senior seminar course, COMM 4990, to put in your e-portfolio, which is assessed as evidence of your attainment of baccalaureate degree goals. It also helps the job search.

**Course Schedule:**

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| *Date* | *What to expect / work that is due* |
| Tues. Aug. 29 | Introduction to course / syllabus review. Gartner Hype Cycle. |
| Thur. Aug. 31 | Reading: *Diffusion of Innovation theory*, Rogers.  E&P-*Tech Breakthroughs.* |
| Tues. Sept. 5 | Introduction to drone regulation.  Familiarize yourself with the multiple readings in the module for Sept. 5. |
| Thur. Sept. 7 | NO CLASS: JEAN IS TRAVELING. |
| Tues. Sept. 12 | Good Stuff (sign up under Collaboration in Canvas)  Part 107: Regulations (Test Prep, 1-3 through 1-14)  See additional resources in the module for Sept. 12&19, including the *Pilots Handbook of Aeronautical Knowledge*. |
| Thur. Sept. 14 | Tutorial (sign up under Collaboration in Canvas)  Reading: *VR for News: The New Reality?*  Guest speaker: Danny Rubio, 360 video work |
| Tues. Sept. 19 | Good Stuff  Part 107: Regulations (Test Prep, 1-15 through 1-25) |
| Thur. Sept. 21 | 1:30-4:30 p.m.: **Google News Labs training**. Download Google Earth Pro on your laptop and bring it to class. E-Hall room 229. |
| Tues. Sept. 26 | Good Stuff  Part 107: Airspace (Test Prep, 2-11 through 2-15)  See the Sept. 26&Oct. 4 module for extra resources. |
| Thur. Sept. 28 | Tutorial  Reading: *Want to make video interactive? Try this simple tool.*  Demo: 360 video creation. (bring your 360 camera if you have it)  Brainstorm ideas for final project. |
| Tues. Oct. 3 | Good Stuff  Part 107: Airspace (Test Prep, 2-16 through 2-23) |
| Thur. Oct. 5 | Tutorial  *E&P-How journalist use Fader to produce and publish VR stories.*Demo: Virtual Reality |
| Tues. Oct. 10 | Good Stuff  Part 107: Weather (Test Prep, 3-3 through 3-18)  See the Oct. 10 module for extra resources. |
| Thur. Oct. 12 | Tutorial  Readings: *The Washington Post is diving into augmented reality*  *Mark Zuckerberg sees augmented reality ecosystem in Facebook.*  Speaker: Sheree Josephson on augmented reality. |
| Tues. Oct. 17 | Good Stuff  Part 107: Loading and Performance (Test Prep, 4-3 through 4-13)  See the Oct. 17 module for extra resources. |
| Thur. Oct. 19 | Tutorial  **Plan for final project is due.**  Discuss final project ideas. |
| **Friday, Oct. 20** | **FALL BREAK!** |
| Tues. Oct. 24 | Good Stuff  Part 107: Operations (Test Prep, 5-3 through 5-16)  See the Oct. 24&31 module for extra resources. |
| Thur. Oct. 26 | Tutorial  Reading: *Alternative Story Formats*  ***In lieu of class today, attend one of the following talks by Marius Watz:***  - Wednesday, Oct 25, 5:30 p.m. - Artist Lecture with Marius Watz, Kimball Arts room 120  - Thursday, Oct 26, 3:30-8 p.m. - Workshop demos in the ACT (Art & Creative Technology) lab, Kimball Arts Building. |
| Tues. Oct. 31 | Nevada Day!  Good Stuff  Part 107: Operations (Test Prep, 5-17 through 5-26) |
| Thur. Nov. 2 | Tutorial  Reading: *Emerson College students offer advice on how to rethink print for younger generations.*  *Entrepreneurs save journalism.*  *News apps are making a comeback.*  In-class discussion. |
| Tues. Nov. 7 | Good Stuff  Practice Part 107 exam in class. We will go over trouble spots.  See the Nov. 7 module for the sample test and required charts. |
| Thur. Nov. 9 | Tutorial  Reading: *If you want a glimpse of AI, play these games.*  *Age of the cyborg: CJR.* |
| Tues. Nov. 14 | **Script for final project is due.**  *The class will work on a field trip to fly drones.* |
| Thur. Nov. 16 | Tutorial  Reading: *A day in the life of a journalist in 2027: Reporting meets AI.* |
| Tues Nov. 21 | Work day for final project  *The class will work on a field trip to fly drones.* |
| Thur. Nov. 23 | THANKSGIVING. NO CLASS. |
| Tues. Nov. 28 | Good Stuff  *Attention Merchants*: Listen to [Terry Gross interview](http://www.npr.org/books/authors/138350082/tim-wu) |
| Thur. Nov. 30 | Tutorial  Work day for final project |
| Tues. Dec. 5 | HTML basics: Competency must be demonstrated before the end of the semester. |
| Thur. Dec. 7 | CSS basics: Competency must be demonstrated before the end of the semester. |
| Tuesday Dec. 12 | **FINAL EXAM DAY: Final project due.**  **Come to class at 1:30 to show off your project and to see others’ projects. Jean will bring treats.**  All work must be turned in, practice exam completed and competency with HTML demonstrated.  **Final project reflection due Dec. 14** |