JOHNSON COUNTY COMMUNITY COLLEGE

COURSE SYLLABUS
CSIT Division
Department of Web Development & Digital Media
Digital Media Concepts
Web 116 Sec 01 CRN 10948
Spring 2025

Instructor: Whitney Bandel

Office: RC 308

Zoom Personal Meeting Room: https://jccc.zoom.us/j/9423293312

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Office Hours: (face-to-face or online)

- Tuesdays 9:00AM – 12:00PM

- Wednesdays 12:30PM – 2:30PM

Availability

Email: I require a full business day to respond to emails (Monday-Friday 9am-5pm). Emails may not be checked outside of business hours, holidays, and weekends. I may get to your email sooner than stated, but it is not guaranteed.

Meetings: Students are free to schedule appointments during my office hours. While you can drop-in, it is advised that you schedule ahead of time to guarantee that there will be no time conflict with a previously arranged meeting.

If you are unable to meet during my office hours, you can request, in advance (at least a full business day) that you would like to meet at another time within regular business hours (Monday-Friday 9am-5pm). There is no guarantee that I will be able to schedule a meeting. I will attempt to fit you in as best as I can around my teaching schedule and other faculty duties.

Course Information

Class Meeting Times and Location: Thur. 3:30PM-5:20PM, RC 376

Class Type: Face-to-face

Credit Hours: 2

Prerequisites/corequisites: None

Textbook: None

Course Description

This course examines the digital media creation process and the impact of emerging technology on that process. Emphasis is placed on the need to understand target audiences, as well as the impact of content on those audiences. Creative culture is examined so students may begin to understand the relationship between ideas and the structure and management of the organizations and intellectual property systems used to express those ideas.

Course Objectives

Upon completion of this course, students will be able to:

1. Examine concepts of communication through digital media.

2. Analyze the usability of digital media.

3. Discuss copyright and fair use guidelines.

4. Explain the importance of information privacy and security.

5. Utilize a design model or process to plan and implement an interactive project.

6. Explore careers in interactive media and web design and development.

Content Outline and Competencies

I. Concepts of Communication

      A. Explore core concepts of digital media.

      B. Identify the values and problems with social networking.

      C. Explore the impact of current and future digital media technology.

D. Discuss the relationship between digital media and society.

II. Digital Media Usability

A. Explain how digital technology expands the features of media devices.

B. Discuss uses of web-enabled devices.

C. Identify, describe and use various output devices.

III. Copyright and Fair Use

A. Explain the difference between legal and ethical issues surrounding the access and use of media.

B. Examine copyright and fair use guidelines.

C. Discuss intellectual property.

D. Identify the various acts of copyright violation and measures to prevent those acts.

E. Identify the legal concerns that are associated with information exchange.

IV. Information Privacy and Security

A. Explore the impact of cloud computing.

B. Explain the importance of securing a computer.

C. Explain how some online behaviors can be harmful personally and to a business.

V. Design Processes

A. Discuss rapid development processes.

B. Describe a project and the problems addressed.

C. Explore the needs of the audience or customer.

D. Organize a project.

E. Write a project proposal.

VI. Digital Media, Web Design and Development Careers

A. Identify the skills needed for employment in digital media and web design.

B. Identify different specialties in digital media and web design and development.

*Detailed course objectives can be viewed on the Course Outline at:
https://catalog.jccc.edu/coursedescriptions/web/#WEB_116

Canvas Information

All information will be assigned and disseminated through Canvas. Using your student email account and Canvas is a requirement for this course! Assignments, references, and calendar updates will be posted on Canvas. Notifications will be uploaded and sent out through Canvas and your student email, so be sure to check both on a daily basis so as not to miss any vital information. You can access both on the JCCC home page with your student ID and password.

Computer Literacy Expectations

Students will need basic word processing and internet searching skills for the completion of some papers, exercises, and projects.

Assignments

Class Participation	15%
Research paper	15%
Client Meeting (presentation)	10%
Projects	25%
Exams	35%
Total:	100%

Assessment

Participation:

- You will be required to discuss topics, present your work, and provide constructive feedback about your colleague's work.

- Ideas and comments that intentionally cause any physical or emotional harm to another student or anyone else will not be accepted.

Attendance

Attendance is mandatory and taken at the beginning of class. If you arrive after attendance has been taken, it is your responsibility to notify the instructor after class. Excessive absences will obviously affect the quality of your work. It is impossible to make up for the planned and spontaneous information experienced in class. Your consistent presence, not only in body but also in motivated and industrious learning behavior, will significantly impact your grade. If you miss a class you are responsible for class material and the assignment.

Absences excused and/or unexcused will affect student grades. Additionally, not being prepared for class with proper materials, participating in demonstrations, and failure to present work during class critiques will negatively affect both student progress and their final grade. Four or more absences will lower the student's final grade by one letter grade. Lateness and departing class early contribute toward absences as well as cell phone usage during class. Seven or more absences, excused or unexcused, will result in a final grade of F. Any of the following will equate to 1/3 absence: tardy arrivals (10 minutes late or more), habitually leaving before class is over, cell phone usage in class, or taking extraordinarily long breaks without permission.

Attendance and tardy final grade modifications as follows:

- Each three tardies equal one absence.

- Four absences equal reduction of total points by one letter grade.

- Work-in-class days are not "free" days, and you are required to attend.

Attendance to the final critique during exam week is mandatory. Failure to appear will result in the reduction of total points by one letter grade. *For detailed information on JCCC's campus wide attendance policies, visit the following link: Student Attendance Policy (http://www.jccc.edu/attendance)

Classroom Etiquette/Cell Phone/Technology

Being a part of this class requires being respectful and displaying proper behavior towards others, oneself, and the classroom environment. This includes being respectful of the property of others, as well as restraining from using negative speech and attitude towards others. We want to create a positive learning environment where people can work together to be successful. This also includes turning off cell phones, music devices, and computers unless otherwise notified by the instructor.

Cell phones and other devices are to be off and stored during class. If you have an emergency, please alert the instructor at the beginning of class. The uses of headphones, and other insulating obstructions to hearing the instructor, are to be used as allowed by the instructor in

class. Your brief time in this class is a valuable, applicable learning experience that needs your entire focus.

Faculty Initiated Withdrawal

Faculty Initiated Withdrawal will be implemented if there is an unspecified absence during the first week of class. If you know that you will not be able to attend class during the first week of the course, contact the instructor before hand.

Faculty-Initiated Withdrawal for Excessive Absence

Following the Administrative Drop for Non-Attendance period of each semester (see Section I.A above), a faculty member may choose to withdraw a student whose absences have exceeded the attendance guidelines stated in the course syllabus. There is no reimbursement or forgiveness of tuition and fees for a Faculty-Initiated Withdrawal. Students should not assume that a faculty member will initiate this optional process, and it remains the ultimate responsibility of the student to withdraw and accept all financial and academic consequences as a result of the withdrawal.

A faculty member may choose to initiate the Withdrawal for Excessive Course Absence action if, as specified in the course syllabus, the minimum course objectives cannot be met due to the student's excessive absences or lack of contact in online courses. A faculty member should establish in the course syllabus what is considered to be excessive absence or lack of contact. Faculty initiated withdrawal may be taken after the faculty member has notified the student through the Excessive Absence Alert procedure that excessive absence has potentially placed the student in academic jeopardy. The withdrawal will be recorded in the student's record in accordance with the published drop deadlines and the Grading System Policy. The student may also be withdrawn from other scheduled courses if the withdrawn course is a required course. The last date each semester for a faculty-initiated withdrawal shall be the same last date allowed for a student-initiated withdrawal.

A student may file a complaint about a faculty-initiated withdrawal using the process outlined in the Student Complaints Policy.

*For detailed information on JCCC's Student Attendance Operating Procedure, visit the following link: the link to the policy (http://www.jccc.edu/attendanceprocedure).

Grading

- Any appeal for grades must be brought to the instructor during office hours or at a scheduled time convenient to both parties.

- Incomplete grades ("I") will only be granted for the death of a family member during the semester, or a note from a doctor documenting a hospitalization representing a significant period of time.

- Only if given the final grade of "I" (incomplete) will additional work after the conclusion of a semester be accepted.

Late Work and Makeup Policy

Assignments are to be completed on time. Each day the project is late the grade will be lowered one letter grade.

Student Code of Conduct

Students are bound by all sections of the JCCC Student Code of Conduct[vi] as well as the Student Handbook[vii].

Academic Dishonesty, Cheating, or Plagiarism

Plagiarism is a type of cheating that involves the use of another person's ideas, words, design, art, music, etc., as one's own in whole or in part without acknowledging the author or obtaining their permission. Plagiarism is not just restricted to written text, but is applicable to other works such as ideas, design, art, and music.

Types of Plagiarism:

1. Direct plagiarism

2. Direct "patchwork" plagiarism

3. Insufficient citation of partial quotations

4. Paraphrasing (or summarizing) without citing sources

5. Insufficient citation of paraphrase (or summary)

6. Plagiarism of graphs, charts, figures, or images

7. Misinterpretation of material as "common knowledge"

Generative Artificial Intelligence (GAI):

It is the prerogative and goal for students in this class to gain advancement and mastery of the subject matter covered within the course objectives previously stated in the syllabus. Unauthorized use of GAI can impede individual advancement and is a form of plagiarism.

Students can only use GAI when it is clearly stated in a project description. Use of GAI must include citations and documentation including prompts and clear indications of what was produced by the student and what was created using the GAI tool.

Student work that does not follow these rules will be construed as plagiarism.

Students guilty of plagiarism may suffer a grade penalty on the plagiarized work, receive a failing grade in the course, and/or be reported to the college for academic misconduct. Academic Misconduct can result in dismissal from the college.

You must always make a reference to the work you are appropriating in the documentation of your work.

ADA Compliance

Accessibility Statement[viii]

Counseling Resources

For academic, career, and personal counseling, visit the JCCC Counseling Center[ix] on the second floor of the Student Center.

Course Evaluation & Grading Scale

100-90 A   Exceptionally fine work: outstanding achievement against all course learning objectives.

89-80 B   Above average work: superior achievement against most course learning objectives.

79-70 C   Average work: good, meets most course objectives at a basic level

69-60 D   Below average work: noticeably weak, fails to meet most course learning objectives

59-0 F   Clearly deficient against all course learning objectives.

Note: I will send grades and official announcements via Canvas so make sure to read your official student email. This syllabus may be modified at the instructor's discretion. Students will be notified in a timely manner of any changes.

Campus Health and Safety Measures

Follow all College Wellness and Safety[xi] guidelines.

Campus Safety

Information regarding student safety can be found at http://www.jccc.edu/studentsafety.

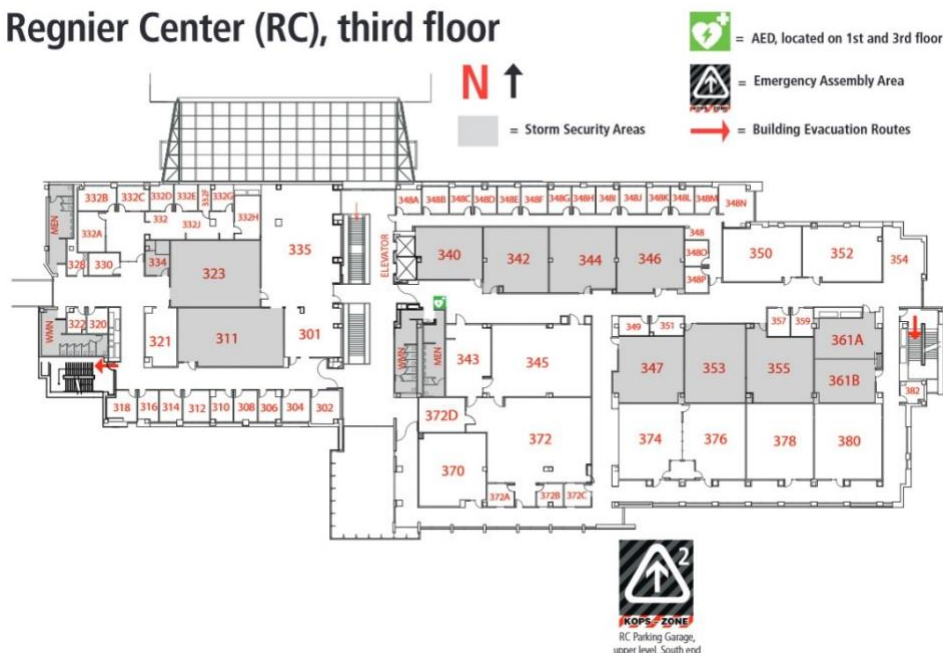Classroom and campus safety are of paramount importance at Johnson County

Community College and are the shared responsibility of the entire campus population. Please review the following:

- **Report Emergencies**: to Campus Police (available 24 hours a day)
  - <u>In person</u> at the Midwest Trust Center (MTC 115)
  - <u>Call</u> 913-469-2500 (direct line) – *Tip: program in your cell phone*
  - <u>Phone app</u> – download the <u>JCCC Guardian free campus safety app</u> (http://www.jccc.edu/guardian)
    - Instant panic button and texting capability to Campus Police
    - Edit your account to specify language (English/Spanish) for alerts
  - <u>Anonymous</u> reports to KOPS-Watch – *"If you see something…say something"*
    - <u>KOPS-Watch Reporting Site</u> (http://www.jccc.edu/kops-watch)
    - or 888-258-3230
- **Be Alert:**
  - Be an extra set of eyes and ears to help maintain campus safety
  - Trust your instincts
  - Report suspicious or unusual behavior/circumstances to Campus Police (see above)
- **Be Prepared:**
  - <u>Identify</u> the red/white stripe <u>Building Emergency Response floorplan posters</u> (https://www.jccc.edu/about/campus/maps/buildings) throughout campus and online that show egress routes, shelter, and equipment
  - View ALICE training (critical incident response training – Alert, Lockdown, Inform, Counter and/or Evacuate) – <u>Student training video</u> (http://www.jccc.edu/alice).
  - Familiarize yourself with the <u>College Emergency Response Plan</u> (http://www.jccc.edu/emergencyresponse).
- **During an Emergency:** Notifications/Alerts (emergencies and inclement weather) are sent to all employees and students using email and text messaging
  - students are automatically enrolled, see <u>JCCC Alert – Emergency Notification</u> (http://www.jccc.edu/alert).
    - My JCCC/Links/JCCC Alert (RAVE) and keep your information current.
    - Edit your profile to receive alerts in English/Spanish

Disaster Plan

In the case of an emergency follow the directions of this map of the third floor Regnier Center. Shelter areas are indicated in grey and building evacuation routes are indicated by the red arrow pointing to the three different stairwells in the building. In the case of an emergency, we would use the shelters or evaluation routes indicated closest to our classroom unless those locations are no longer the safest.

Regnier Center (RC), third floor

Exhibition

I customarily document student assignments, which I may want to reproduce (with credit) in my scholarly work. If you do not want me to reproduce your work or use your name, please notify me in writing. I customarily credit student work when it's displayed on the boards or posted on the Internet. If you do not want me to use your name or post your work, please notify me in writing.

Syllabus Change Policy

While every attempt is made to provide an accurate overview of the course unanticipated circumstances or events may make it necessary for the instructor to modify the syllabus during the semester. Such circumstances may arise as a consequence of the progress, needs, and experiences of the students, or may result from other extraneous circumstances. Changes to the syllabus will be made with advance notice so as not to disadvantage students. Should the indicated change present any unanticipated difficulties please contact the instructor immediately.

Drop Deadlines

View the drop deadlines[x] for this course.

After the 100% refund date, you will be financially responsible for the tuition charges: for details, search on Student Financial Responsibility on the JCCC web page. Changing your schedule may reduce eligibility for financial aid and other third-party funding. Courses not dropped will be graded. For questions about dropping courses, contact the Student Success Center at 913-469-3803.

Tentative Course Schedule

Week One – Jan. 23rd
Lecture – Syllabus/Course Information

Week Two – Jan. 30th
Lecture – Media, Content, and Delivery
Assign – Assignment 1 - Media Example

Week Three – Feb. 6th
Due: Assignment 1 - Media Example
Lecture - Intention, Audience, and Message
Assign – Assignment 2 - Media Message

Week Four – Feb. 13th
Due: Assignment 2 - Media Message
Lecture – Copyright and Ethics
Assign – Assignment 3 - Copyright Example

Week Five – Feb. 20th
Due: Assignment 3 - Copyright Example
Lecture – Visual Design
Assign – Assignment 4 - Visual Design Document, Group Client Presentation

Week Six – Feb. 27th
Lecture – Team Roles and Collaboration

Week Seven – Mar. 6th
Lecture – Midterm Review and Work Day

Week Eight – Mar. 13th
Midterm Exam

---SPRING BREAK---

Week Nine – Mar. 27th

Due: Group Client Presentations (Group 1)

Week Ten – Apr. 3rd

Due: Group Client Presentations (Group 2)

Week Eleven – Apr. 10th

Lecture – Privacy and Security

Assign – Assignment 5 - Digital Persona

Week Twelve – Apr. 17th

Due: Assignment 5 - Digital Persona

Lecture: Development Processes

Assign: Research Paper, choose research topic

Week Thirteen – Apr. 24th

Due: Research topic

Lecture – Project Proposals

Assign – Assignment 6 - Research Paper Outline

Week Fourteen – May 1st

Due: Assignment 6 - Research Paper Outline

Lecture – Research Resources

Assign – Assignment 7 - Research Paper Works Cited

Week Fifteen – May 8th

Due: Assignment 7 - Research Paper Works Cited

Lecture - Final Review and Work Day

Finals – Thursday May 15th

Due: Final Exam

Final @ 3:00 - 4:50PM

URLs to Documents Linked in the Syllabus

i JCCC Bookstore (https://bookstore.jccc.edu/)

ii Billington Library (https://library.jccc.edu/)

iii JCCC Catalog (http://catalog.jccc.edu/)

iv Student Attendance Policy (http://www.jccc.edu/attendance)

v Faculty Initiated Withdrawal Policy (http://www.jccc.edu/attendanceprocedure)

vi JCCC Student Code of Conduct (http://www.jccc.edu/codeofconduct)

vii Student Handbook (http://www.jccc.edu/handbook)

viii Accessibility Statement (http://www.jccc.edu/accessibility)

ix JCCC Counseling Center (http://www.jccc.edu/advising)

x Drop Deadlines (http://www.jccc.edu/drop-deadlines)

xi College Wellness and Safety (https://www.jccc.edu/media-resources/wellness-safety/)