

CIS 271: Digital and Social Media

Course Description

This semester we will learn to design, write, and develop effective digital content for inclusion into media productions such as web sites, mobile apps, and social media platforms. This course focuses on the fundamental principles of design, the composition of effective written content, and the development of digital images and video. Further this class addresses the elements of social media planning, reporting, and analytics.

This course is designed to function as an introduction to the theories of digital literacy, visual culture, message construction, and media criticism. With these understandings, your production work will be more effective and contain more value.

Student Outcomes

As a student in this course, you will develop a firm understanding of visual literacy and digital media production. You will also be able to identify the essential concepts of effective design, and articulate effective justifications for various design approaches. Specifically, you will come to understand the basic principles of digital content production, as represented through your own projects and writing. You will also become more effective producers of social media content, while developing a firm understanding of how to provide content of value and analyze user interaction with social media content.

Reference Materials

The following resources are required or recommended for this course. Several Internet resources will also be provided as additional readings throughout the term. Those can always be found at <http://courses.samfee.net/>.

Williams, R. (2014). [The Non-Designer's Design Book \(4th Ed.\)](#). ISBN-13: 978-0133966152. **Required, \$33.** (Kindle \$18)

Grading and Assignments

Student assessment for this course will take the form of exams, electronic project materials, writing assignments, class participation and attendance. Any homework assignments contribute points toward your participation grade. **All materials for this course must be submitted in electronic format.**

Specifically, your grade will be determined as follows:

Design Concepts Exam	20%
Photoshop Exercises & Portfolio	40%
Social Media Portfolio	20%
Participation	20%

A note on Participation: this element of grading can be confusing. Simply put, Participation reflects your engagement with the content during class, preparation before class, completion of homework assignments, and availability/contributions to your peers outside of class. Do not assume 100% Participation. **Assume 75%** and work to get your grade to the level you desire.

Schedule

This course meets at the dates and times as listed in JaySource. Please note that the following reading or video resources should be completed *before class* on the day they are listed.

August 25	Introductions and Tech Support
August 27	Lecture: What is Design and Why Do I Care? – Read Williams Ch. 1-6
September 1	Lecture: Basic Design Principles – Read Williams Ch. 7-8
September 3	Lecture: Typography and Color Theory – Read Williams Ch. 9-12
September 8	Exam: Design Concepts
September 10	Photography Essentials & Intro to PS – Review Getting Started
September 15	Photo Review and Camera Raw – Review Getting Started
September 17	Photoshop Techniques I – Review How to Crop
September 22	Lab: Photoshop Competencies Photoshop Exercise Due
September 24	Lecture: Making Meaning from Visuals
September 29	Photoshop Techniques II – Review Working with Layers
October 1	Photoshop Techniques III – Review Make Selections
October 6	Lab: Photoshop Competencies B Photoshop Exercise Due

October 8	Photoshop Techniques IV – Review Generative AI
October 13	Photoshop Techniques V – Review Combine Images
October 15	Lab: Project Submission Photoshop Project Due
October 20	FALL BREAK
October 22	Lecture: Logo Design And Brand Consistency – Review Designing Logos
October 27	Lab: Logo Development and Branding – Review Logo Flowchart
October 29	NO CLASS
November 3	Presentations: Logo Examples
November 5	Discussion: Video for Social Media and Shooting DV
November 10	Discussion: Storyboarding and Planning Visuals
November 12	Lab: Social Media Video
November 17	Presentations: Social Media Video Examples
November 19	Lecture/Lab: Social Media Report Development
November 24	Lab: Social Media Analytics
November 26	THANKSGIVING
December 1	Lab: Social Media Reports
December 3	Lab: Project Submission Social Media Portfolio Due

Office Hours

I am very happy to meet with you to discuss practically any topic during my office hours. I am always pleased to find a time to schedule an appointment; however I will not be available on an ad hoc basis in my office. Keep in mind however, that I am always available by e-mail, and I'll typically respond within 24 hours. You can always find me in my office between 12:00 - 2:00 every Wednesday.

A Note About AI

Every class is different with regard to the toolsets we colloquially refer to as AI. Simply put - there is no place for the implementation of these tools outside of the toolsets found within the Adobe products we are using in class. In other words: yes, you can use Generative AI Fill in Photoshop; no, you may not use an AI tool to generate images, or text for your written assignments. Please do not insult me by doing so - the use of AI Imagery is rather obvious, and if submitted as your own work, AI generated content will earn you a zero for the assignment.

CIS PAL Tutors

Be aware that there are student tutors available in the lounge area on the second floor of the Tech Center to help you with CIS course work. Your peers are available Sunday through Thursday from 7-10 PM. The PAL tutors do much of their work from the PAL tutor desk but they also work with students in the labs; so if the tutor appears not to be there, check the labs or simply be patient - they will return.

CIS tutors are instructed not to provide specific answers to students but to help guide your inquiry when you get stuck. Please remember that the goal is for you to learn, not to have someone give you a quick answer. If you find this frustrating, know that this is the nature of knowledge construction in computing. You need to figure things out on your own. Don't blame the tutors.

The tutors will however give you quick answers for technical issues such as using Google Drive or finding files on your devices if for some reason you cannot figure that out on your own. For everyone's sake however - please look it up online first and then go to them if you are truly stuck.

Final Notes

Attendance - Final grades will be negatively impacted by more than three absences. You will lose one point from your *final* grade for the course for each absence in excess of three. There are no "excused" absences - you simply have three absences available to you. Any late project work will be docked one full letter grade (i.e. 10 points) each day. There are no exceptions. You must turn in each assignment to receive a final grade for this class. Further, *if you are absent for more than three occasions, it will be reported via PrezPathways* - this means your advisor and the administration will get involved. No one wants that; just come to class.

Pay Attention - I won't bother to give you information unless you actually need to know it. In return, I ask that you actually read/view it, and make your best effort to understand and remember the details.

Phone Use - Using your phone in class during lecture or discussion is rude and disrespectful to both your peers and the instructor. Inappropriate use of your phone will lead to an immediate deduction from your participation grade.

Recording Tech - Pennsylvania is a Dual Consent State. This means you cannot make photographic or video representations of others without their explicit consent. Please note that you may not record or capture any classroom interactions through any means unless you seek permission of the instructor or

classmates in advance. Do not record me in any way, and do not take photos of my presentation materials.

Learn Where Your Data Resides - Taking responsibility and ownership for your data will make your experiences in computing much less taxing! Make sure you have backup copies of all your work on a flash drive or a cloud storage service. I am not the repository of your work. Therefore, I will not be able to provide them later in the term, or later in your academic career.

Finally, please note that this document represents the minimum that you need to know regarding the course. For additional details and information, you should consult the online course information at <http://courses.samfee.net/>.