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Title of Course:	Introduction to Contemporary Media	Class Hours:	3
	MES 152-1400 Class hours: Tuesdays, Thursdays, 2:00 – 3:45pm Room:	Laboratory Hours per Week:	0
Semester:	FALL 2016		
Instructor Information (Phone#, Office#, email):	Prof. Carol Basuru Phone: 212-220-8000 x5355 Office: S622G Office Hrs: Thursdays 10:00 – 12:00noon, 4:30 – 5:30pm Email: cbasuru@bmcc.cuny.edu **Note:** *when emailing include "MES 152" in your subject heading*		
Credits:	3		
Course Descriptions:	**THIS IS A WRITING INTENSIVE COURSE (WI)** This is a Writing Intensive course that fulfills the WI requirement for graduation. Writing intensive courses pay special attention to developing critical reading, writing, and analytic skills to prepare students for college-level coursework in general. Both informal and formal writing will be designed to maximize your understanding of the subject matter. Formal writing assignments, at least 10-12 pages total, account for a significant portion of your grade and will include opportunities for revision. This course introduces the key concepts of preparing a media project with the development of project needs analysis and media project proposals. The basics of scripting, audio and video elements, animation, and web design are covered. These elements are then illustrated in detailed discussions of contemporary media including film/video production, animation, motion graphics, Internet and web design. Students progress to developing comprehensive media projects for hypothetical clients. Emphasis will be on writing media project proposals with students working in teams and individually.		
Basic Skills:	ENG 095 or ESL 095; ACR 095		
Pre-requisites:	None		

Course Student Learning Outcomes (Students will be able to…)	Measurements (means of assessment for student learning outcomes listed in first column
1. Complete (a) formal writing assignment(s) of at least 10-12 pages in length that has/have gone through the revision process (e.g. research paper, content-related report, essay.)	1. Examples of student papers
2. Generate pieces of informal writing in response to a variety of prompts, concepts, situations or reading assignments.	2. Examples of student writing
3. Define the core elements and vocabulary of contemporary media technology.	3. Exams
4. Describe the essential process needed to complete a multimedia production including preproduction	4. Homework assignments, Exams

planning, production, post-production/finishing for film/video, animation/motion graphics, and website/app design.	
5. Design hypothetical media projects using an introductory knowledge of the uses and production of multimedia in contemporary society.	5. Team writing assignments, Written media proposals
6. Develop research skills for multimedia projects	4. Homework assignments, Team writing assignments, Written media proposals
7. Write an effective proposal for a hypothetical multimedia project.	7. Written media proposals

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column
☐	**Communication Skills-** Students will be able to write, read, listen and speak critically and effectively	Homework assignments, Pitching, Semester Final Proposal
☐	**Quantitative Reasoning:** Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	
☐	**Scientific Reasoning**- Students will be able to apply the concepts and methods of the natural sciences	
☐	**Social and Behavioral Science**- Students will be apply the concepts and methods of the social sciences	
☐	**Arts & Humanities**- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	
☐	**Information & Technology Literacy**- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Research based papers, presentations, exams
☐	**Values**- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	Class participation and presentations

OER ONLINE TEXTBOOK: This course uses **Open Educational Resources (OER)** in place of a commercial textbook. All material you need for this class is **free** to you and available in digital format at **https://mes152bmcc.wordpress.com**
BMCC and the City University of New York are committed to expanding the use of Open Educational Resources for all students. **Readings & viewings from the OER will be assigned throughout the semester and are mandatory.**

MES 152 HANDOUT BOOK: Due to the continuously changing technology of media, much of the information in this course is covered in magazine articles, newspaper articles, online commentary, etc. A bound Collection of Handouts will be distributed. This **free** Handout Book is your second textbook. **Pages will be assigned throughout the semester and are mandatory reading.**

Additional handouts may be distributed during the semester. Other assignments will include watching media on YouTube and accessing websites and readings on the Internet.

OTHER RESOURCES: ***The New York Times***

Students are expected to keep abreast of media news by reading *The New York Times*, especially the Technology & Business sections. *The New York Times* is available **free** online for BMCC students by registering at www.nytimes.com/academicpass

EVAULATION & REQUIREMENTS OF STUDENTS

• 4 Writing Assignments (5 pts each)	20pts
• 2 Quizzes	10pts
• Midterm Exam	20pts
• Final Proposal (1st Draft of 5 sections = 2pts each, Final Draft of Proposal = 10pts)	20 pts
• Final Exam	20pts
• Attendance/Class Participation	10pts
	100pts (100%)

ERes-BMCC Library
All course materials are available online at http://reserves.bmcc.cuny.edu/; click on Electronic Reserves and Course Materials from the ERes home page. Search by department, professor's name, or course number. **The password is case sensitive.** Blackboard will be introduced early in the semester.

College Attendance Policy
At BMCC, the maximum number of absences is limited to one more class hour than the contact hours as indicated in the BMCC college catalog. For example, you may be enrolled in a four-hour class that meets four times a week. You are allowed five hours of absence, not five days. In the case of excessive absence, the instructor has the option to lower the grade or assign an F or WU grade. Students, who miss more than four (4) hours of instruction during the semester, are excessively absent and may receive a lower grade, an F, or a WU for the course. Note: three (3) late arrivals to class equal one absence. Attendance requirement will be monitored and enforced.

Decorum
Students are expected to conduct themselves as if they are in a professional working environment. No hats, inappropriate hair covering, gum chewing, eating, sleeping or i-Pods are allowed. Cell phones must be turned off.

Student Email Address and Phone number
Students will submit both a phone number and email address for contact. An appropriate formal screen name is required.

Tutorial Services-Learning Resource Center
For tutorial assistance, the Learning Resource Center (S500) is open:
Monday-Thursday 9am-9pm; Fridays 9am-7pm; Saturdays: 9am-5pm; Sundays: 11am-4pm
In addition, e-tutoring is available online at www.bmcc.cuny.edu/etutoring.

Academic Adjustments for Students with Disabilities
Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility. BMCC is committed to providing equal access to all programs and curricula to all students.

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BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's website, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

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MES 152-1400 INTRODUCTION TO CONTEMPORARY MEDIA FALL 2016

Thursdays Prof. Carol Basuru

WK	DAY	DATE	TOPIC	ONLINE OER TOPIC	HANDOUT BOOK	ASSIGNMENTS
1	**Thurs**	**8/25** **Need**	Class overview/ What is media? Overview of media production/Roles of media professionals Transmedia storytelling/Social Media Dramatic & Visual storytelling principles	**Development & Scripting**: Storytelling 8 Elements	Pgs. 1-13, 77 - 78	Write a Movie Synopsis (Individual Writing) Team story writing
2	**Tues** **Thurs**	**8/30** **9/1**	Project Needs Analysis Media Treatment Writing	**Project Proposal:** Mission Statement, Project Analysis, Market Research, Media Proposal & Treatment, Research Citation Styles, Pitching	pp. 14-19	Present team stories in class PNA in-class team Q & A, PNA treatment writing homework
3	**Tues**	**9/6**	**No class**			
4	**Thurs**	**9/8**	Screenplay, A/V Script, Camera Shots, Storyboarding	**Development & Scripting:** *Scriptwriting:* Read all articles under "Resources" *Storyboard:* Read/watch all under "Key Concepts" & "Resources"	pp. 20 –24, 29 – 31, 32 - 34	PNA treatments due Team Project Proposal #1 assigned Script/Storyboard Writing(Individual Assignment),

5	**Thurs**	**9/**	**Present Team Proposal #1 in class** Media licensing: Music copyrights, public domain, Creative Commons,	**Copyright & Licensing:** Read/watch entire topic	pp. 35 - 48	Revise Team Proposal # 1
6	**Thurs**	**10/1**	Pre-Production: Personnel, budgeting, scheduling, location scouting, casting, contracts & agreements	**Pre Production:** Read/watch entire topic	pp. 53- 63, 64 - 71	Revised Team Proposal #1 due Revised Scriptwriting due **Study for Quiz 1**
7	**Thurs**	**10/8**	**Take Quiz #1** Production: Single camera production personnel & equipment, Documentary Production	**Production:** *Single Camera:* "Single Camera Production" "Evolution of a Sitcom" *Documentary/ News:* Read all under Key Concepts & Terms, Watch : Behind the Scenes at ABC7	,	"Freedom" topic writing assignment in class
8	**Thurs**	**10/15**	Multi Camera Production: TV Studio Tour (at BMCC) Pitch "Freedom" topics in class, discussion of topics	*Multi-Camera*: "Fox 56 Sports Production", Chromakey		"Freedom" writing due **Study for Midterm Exam**
9	**Thurs**	**10/22**	**MIDTERM EXAM** Writing The Final Proposal: Overview, Media Treatments, Summary, Pitching,	Review: **Project Proposal** Topic		Finalize "Freedom" topic Write Overview, Research topic

10	**Thurs**	**10/29**	Animation, Motion Graphics, Special Effects, Video Games	**Animation:** Read/watch entire topic	pp. 85 - 89	Overview due Write Documentary & Animation Treatment
11	**Thurs**	**11/5**	Post-production: Editing, Sound design, Finishing	**Post Production**: Read/watch entire topic	pp. 82 - 84	Revised Overview & Documentary & Animation due, Write Motion Graphic Treatment, **Study for Quiz #2**
12	**Thurs**	**11/12**	**TAKE QUIZ #2** The Internet I:. Key terminology & concepts	**Web & App Development** Read/watch entire topic	pp. 90 - 92	Motion Graphic treatment due, Write Summary, research/citations
13	**Thurs**	**11/19**	Internet: How the internet has changed the landscape for all media distribution, impact on society Web Design I: workflow models, back end, front end, HTML, CSS, wireframe		pp. 92 - 96	Write Website treatment & Summary
14	**Thurs**	**11/26**	**NO CLASS – COLLEGE CLOSED FOR THANKSGIVING**			

15	**Thurs**	**12/3**	Web design II: UX Design Traditional Media Distribution: Broadcast & Corporate Media: TV, Film, Radio, Print	**Media Distribution:** *Traditional:* Key Concepts, Resources: "Home Depot" "Difference Between TV Station & Network"	pp. 97 - 106, 111-113,	**First Draft of Complete Proposal DUE**
16	**Thurs**	**12/10**	Non-Traditional Media Distribution: Social Media & The Web: Changing Landscape of Media Distribution **Final Exam Review**	**Media Distribution:** *Web based*: All Key Concepts, "Grappling with the Culture of Free"	pp. 107 - 110, 116 - 118	**Final Draft of Proposal DUE**
17	**Tues** **Thurs**	**12/15** **12/17**	**READING DAY** **FINAL EXAM**			