CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	CMNS 226	Course Title	Digital Media Theory and Practice		
Credit Value	3	Department	Social Sciences		

No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			2	1	1	4

Course Description	This course introduces students to a variety of digital media communication and storytelling technologies and techniques, including image and sound capturing and manipulation, Internet-based publishing and research, digitizing, editing, and curating/archiving material. Design and management tasks involved in communicating using digital media are also introduced, including audio and video editing and processing using software on computers and/or phone technology, data integrity management, file structuring and packaging, and work presentation. The goal is to engage students and inspire them to examine cultural and community-based stories as they appear in digital forms, as well as personal expressions, through textual, voice, and visual narratives, using digital tools that are often readily available to us, such as mobile technologies, cameras, computers, and apps/software.
Prerequisite(s)	ENGL 100, CMNS 110, CMNS 130, 3-credits of first-year arts.

Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*
	VISA 2XX (3)	CMNS 226 (4)	CSC 101 (1.5)	ENGL 201 (3) or CPSC 150 (3)	CMNS 1750 (3), CMNS 2750 (3) or COMP 1080 (3)
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca				

Learning Outcomes	Upon successful completion of this course, the student will be able to: • Demonstrate critical thinking skills, inclusive of information literacy across a range of print and electronic genres • Critically apply influential theories of mass communication related to media design • Create a website using HTML coding and/or templates such as WordPress • Modify a page's fonts and colours, add images, lists and tables, as well as how to create simple layouts • Apply web/digital standards for "look and feel" and user interface • Examine the essential elements of digital storyboarding and storytelling • Compare different modes of narrative expressions in personal, communicable, and cultural settings • Identify and analyze current narrative technologies of personal expression in text, voice and image • Critique, interpret and analyze digital stories • Research, develop, and present a personal, cultural and/or community-based narrative in a digital storytelling project, using a website as a platform

	• Use different technological/digital tools (such as phones, cameras, and software) to create media content

Content	**Core** topics – all of the following will be covered:
	• Digital storytelling, including:
	    ○ Its history and practice across various contexts
	    ○ Presentation in various genres and platforms
	    ○ Positionality and audience
	    ○ Visualization
	    ○ Sound
	    ○ Storyboarding and scripting
	    ○ Identifying, explaining, collecting, curating, and preparing your materials
	    ○ Story editing, revisions, and uploading
	    ○ Principles of website design: dos and don'ts, and etiquettes of web design, "Look and feel" and user interface
	    ○ Decolonizing stories and the web
	
	• Hands-on development of a functional, multi-page website, which does not require prior knowledge of HTML or web design, including:
	    ○ Use of social media, including filming short video clips, audio recording, embedding and editing using Final CutPro, Davinci Resolve or other programs
	    ○ Graphic design using Adobe Photoshop, Gimp or other programs
	    ○ Photography using cameras and cell phones
	    ○ Website design using WordPress or a similar package, HTML (Hypertext Markup Language), Javascript, CSS (Cascading Style Sheets), Webservers, Network Basics
	    ○ Enhancing web pages with the use of page layout techniques, text formatting, graphics, images, and multimedia
	    ○ Students will complete a web-based major term project, such as a website for a small business or community group, that includes the above components as an applied communications project.
	
	Additional topics may also be covered at the discretion of the instructor:
	• Indigenous storytelling
	• JEDI (Justice, Equity, Diversity, and Inclusion) perspectives in research consent, design, and methods

Methods of Instruction	Lectures, class debate and discussions, audiovisual presentations, small groups working in online platforms, regular reflective submissions, individual work on academic assignments. Labs In addition to the scheduled classes and tutorials (discussing the readings), we will have a weekly lab session (location to be determined) as a space to practice techniques, raise questions and concerns, and discuss course content with one another. There will be lab exercises that students need to complete either on Canvas or in class.

Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s). Lambert, J., Hill, A., Mullen, N., Paull, C., Paulos, E., Soundararajan, T., & Weinshenker, D. (2010). Digital storytelling cookbook and travelling companion. Berkeley, CA: Digital Diner. https://static1.squarespace.com/static/55368c08e4b0d419e1c011f7/t/5900fb1637c5814c17f8258c/1493236524897/cookbook_full.pdf The Visual Storyteller's Guide to Web UI Design (2015) Retrieved from: https://www.uxpin.com/studio/ebooks/visual-storytelling-web-ui-design/ Supplemental Text(s), if applicable: Frain, B. (2020). Responsive Web Design with HTML5 and CSS: Develop future-proof responsive websites using the latest HTML5 and CSS techniques. Packt Publishing Ltd. Marijn Haverbeke (2014) Eloquent JavaScript: A Modern Introduction to Programming, ISBN 13: 978-1-5932758-4-6 http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=453 Thomas Poell, David B. Nieborg, Brooke Erin Duffy (2021) Platforms and Cultural Production, Polity https://politybooks.com/bookdetail/?isbn=9781509540501 Other articles and readings selected by the instructor will be made available on Canvas.
Required Equipment and Technology	Students are required to have a computer with internet access. The following resources are provided by the College: • Office 365 • Student email
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.

Evaluation	Component	% Value
	In-class activities and debates	10-20%
	Weekly lab entries	15-25%
	Written analysis and rationale of personal digital story	15-25%
	Website design	15-25%
	Storyboarding and scripting	15-25%
	Video project	15-25%
	Final examination	15-25%

Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C-(55%) is required for this course to fulfil a prerequisite.

Course Designer(s)	Daniel Ahadi, Ph.D., School of Communication, Simon Fraser University	Consultant(s), *if applicable*	Samantha May, Ph.D., Department Head (Social Sciences), Alexander College
Dean's Approval	Steven Roe, Ph.D., Dean of Arts and Sciences, Alexander College	Dean's Approval Date	June 1, 2023

Curriculum Committee Approval Date	June 1, 2023	First Term Offered	Fall 2024
Last Review Date	June 1, 2023	Next Review Date	June 1, 2028
Revision History	January 2, 2025 – English prerequisite increased to ENGL 100, effective Winter 2025		