

Assessment

It is expected that you will follow this schedule, attend and participate in class, and hand in assignments on-time, all the time. The weekly assignments (whatever form they take) will be graded for timeliness and completeness. Always make backups of ALL files, to provide yourself insurance and avoid any misunderstanding or confusion. These assignments will be placed in an online portfolio; prior to midterm and final, I will sit down with each of you to determine which exercise should be refined and presented to the class as part of your oral presentation. Group projects are graded as part of participation. All items of assessment are about energy. Put in the time and you will come away with impressive results, results that will impress you as well as your peers. Put in less time, and impress no one, least yourself.

1. Attendance, Participation and Blog (20 pts)

A. Outcome: Students will elaborate on their exploration in and out of class through attendance, discussion and the use of a blog (tumblr.com) as a journal/sketchbook of their experiences. These experiences will be brought into class discussion as springboards to a particular topic.

B. Assessment: By end of semester, each student will have amassed a minimum of 10 entries in their blog (excluding exercises and projects) on ideas relating to media of their choice. The blog will include observations on the nature of its intended message, use and audience; the blog will allow the student to reflect on the aesthetic, functional and/or intellectual value of their work.

C. Connections with goals: This assignment is designed to encourage students to develop critical evaluation skills and to have the experience of articulating their views not just for themselves but for the Web audience. The exercise is particularly useful towards industry, and relates to the college goals of cultivation of a free and enlightened mind through the discipline of scholarly study and dialogue, and exploring ways in which academic excellence may be enhanced by state-of-the-art information and communications technology. This assignment also addresses the communication program goals requiring students to be able to speak and write effectively.

D. Connection with expected learning outcomes: This work relates to the stated learning outcomes of competency in the Critique and evaluation of new media content.

2. (The best of the best) Studio projects (40 pts)

A. Outcome: Students will learn to use digital tools to amass a portfolio of digitally-based work, completing protocols that introduce software applications that professional media makers use, and in homework that will expand on the use of the protocol.

B. Assessment: Students will be graded on the following criteria: 3 points: Was the protocol completed in full and On-time; 1 point: Did it go beyond initial protocol; 1-point: Is the overall treatment of content insightful, inspiring or motivational to a specific audience.

C. Relationship to Goals: This item emphasizes individual mastery of basic skills introduced in the classroom. The student will be evaluated on his or her ability to use the knowledge and skills gained in class to create actual projects. This relates to the College-wide goal of application of theory to hands-on practice. It also relates to the program mission specifying that investigation centers on the ways in which human beings purposefully utilize symbols in interaction to create or modify a socially meaningful world.

D. Connection with expected learning outcomes: This assignment relates to the stated learning outcomes of competency in:

- Critique and evaluation of new media content
- Capture/creation and editing of raw digital media content (image, sound and animation)
- Editing and manipulation of pre-shaped media content

3. Mid-term (20 pts) and Final examination (20 pts)

A. Outcome: The student will be given a take-home exam. The take-home exam will be handed in prior to the exam period, and the answers will be used towards the oral component of the exam, to elaborate on aspects of course material, and critique the form and content of a student's blog and portfolio amassed up to that point of the semester.

B. Assessment: The take-home portion will be graded on a 10-point scale; the oral presentation in class on a multimedia project of the student's choice. The presentation should last ~5 minutes, during which time three of the ten elements of the take home exam will be covered.

C. Connections with goals: This item will test recall of course material and is designed to encourage students to develop critical evaluation skills and have the experience of articulating their views to an audience. The exam relates to the college goals of cultivation of a free and enlightened mind through the discipline of scholarly study and dialogue, and exploring ways in which academic excellence may be enhanced by state-of-the-art information and communications technology. This exam also addresses the communication program goals requiring students to be able to speak and write effectively.

D. Connection with expected learning outcomes: This work relates to the stated learning outcomes of competency in the Critique and evaluation of new media content.

Grading

Simple guidelines to determine grades:

A (90-100 pts) Student explored, researched, experimented, learned and was fully involved in the class and with all aspects of his/her work. He/she produced excellent work that was some of the best in class.

B (80-89 pts) Student satisfied assignments, but lacked full involvement and inspiration. Work was good, but not among the best in class.

C (70-79 pts) Student satisfied assignments with some effort, but with problems in understanding of ideas, satisfactory manipulation of the material, lacked involvement. Work was adequate.

D (60-69 pts) Student turned in incomplete or poorly executed assignments. If completed, work was not as good as most students in the class.

F (0-59 pts) Student failed to turn in work or if it was turned in it was incomplete or very poorly executed. If completed, work was inadequate.

Attendance

Students will be expected to attend all sessions and hand in all assignments on time. If you miss two classes, your grade goes down a whole letter, miss four, you will not pass the class. Absence or failure to hand in assignments will be excused only with acceptable documentation from a Marist College official. There will be no re-sits of the mid-term or final exams.

Content and Copyright

Wherever possible, students are urged to develop original content. This includes artwork, photography, video and music. Under no circumstances will the instructor condone republishing of copyright material on the web or elsewhere, unless intention is clearly articulated through other theory and purpose. Students choosing to appropriate multimedia content from any other source must obtain written permission from the relevant copyright owner.