Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should <u>not</u> be used to purchase course materials.

COURSE SYLLABUS

STCO 289
DIGITAL PROMOTION TECHNOLOGIES AND APPLICATION

COURSE DESCRIPTION

Learn and work with the software & hardware tools used in the creation of promotional audio and video. Students will be introduced to best practices in the creation of digital messages, and how to deploy these messages through digital channels used by professionals in the field.

RATIONALE

The purpose of this class is to introduce students to current software tools used by media professionals in the field. Along with this, industry standard best practices will be taught and then applied through the creation of pieces that mirror the work being done in the field.

I.   **PREREQUISITE**

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. **REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. **RECOMMENDED RESOURCE**

Burum, I. & Quinn, S. (2015). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Burlington, MA: Taylor & Francis Group.

IV. **ADDITIONAL MATERIALS FOR LEARNING**

A.   Computer with basic audio/video output equipment

B.   Internet access (broadband recommended)

C.   Blackboard recommended browsers

D.   Microsoft Word

E.   Video recording device

V.   **MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

A.   Use the basic software to produce professional-grade audio and video.

B. Understand how to craft audio and video messages to target audiences.

C. Apply foundational principles of writing and producing short-form interactive content to the field of strategic communication.

D. Apply a Christian Worldview and ethical decisions in producing engaging digital content.

VI. **COURSE REQUIREMENTS AND ASSIGNMENTS**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (3)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be at least 300 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 150 words. Threads and replies must be in current APA format.

*The first discussion board should be a video that you shoot and post to YouTube. Using the Mashups insert the YouTube link for your video.

D. Chapter Assignments (3)

The student will be assigned various video projects with an increasing level of complexity, in order to develop and illustrate technical and aesthetic decision-making skills. Completed projects must be uploaded to YouTube and the link submitted in Blackboard for credit.

E. Video Projects (4)

The student will produce several video projects. The student must utilize Adobe Creative Cloud to produce short-form videos.

F. Mid-Term Exam

The Midterm Exam will cover the Reading & Study material for the first half of the course. The Midterm Exam will be open-book/open-notes, contain 5 essay questions, and will have a 2-hour time limit.

VII. **COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist		10
Discussion Board Forums (4 at 50 pts ea)		200
Chapter Assignments (2 at 25 pts ea; 1 at 50 pts)		100
Video Projects		
Video Blog		100
30-Second Commercial		100
Final Project – First Version		100
Final Project		250
Project Presentation		50
Mid-Term Exam	(Modules 1–4)	100
	Total	1010

B. Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

STCO 289

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Osgood & Hinshaw: ch. 1 Lynda.com	Course Requirements Checklist DB Forum 1: Video Class Introductions	10 50
2	Osgood & Hinshaw: chs. 5–7	Chapter Assignment: Eggs and Bacon Chapter Assignment: Video Short	25 25
3	Osgood & Hinshaw: ch. 8–10 1 presentation	DB Forum 2 Video Blog	50 100
4	Osgood & Hinshaw: ch. 11	Chapter Assignment: Company Logo Mid-Term Exam	50 100
5	Lynda.com	DB Forum 3 30-Second Commercial	50 100
6	Lynda.com	Final Project – First Version	100
7	Osgood & Hinshaw: ch. 3	DB Forum 4 Final Project – Final Cut	50 250
8	None	Project Presentation	50
		TOTAL	**1010**

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.