

Course: DMED 500: Foundations of Digital Media – 3 credits

Term: Fall 2023

Delivery Method: In Person

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Course Description

The emergence and ongoing development of the digital media landscape is discussed through an *historical* exploration and critical analysis of the *business, technical innovations, social, ethical, and legal demands* which define it. Outcomes are critical perspectives from explorations of digital media aspects, which will act as a common basis for all subsequent discussion and collaboration between students with artistic, technical, or interdisciplinary backgrounds.

Course Objectives

Upon completion of this course students will be able to:

- Identify and analyze the impact of digital media on society, culture, and communication, including social, ethical and legal considerations related to digital media production, distribution, and consumption.
- Understand legal frameworks, copyright, intellectual property, and privacy issues in the digital media landscape.
- Develop strategies for ethical decision-making and responsible digital media practices.
- Evaluate the impact and influence of digital media on individuals, communities, and society.
- Reflect on personal biases and assumptions when engaging with digital media and develop a critical, informed perspective.

Format of the course

Each class will consist partly of lectures, in-class activities, guest speakers, workshop elements, and a lot of discussion. It is expected that students will work on their assignments outside of class time. Classes will run Mondays 9am-12pm (Please note some changes listed in the Schedule below).

Required Materials

Selected materials (lectures, readings, podcasts, videos, etc.) will be posted into Canvas.

Assignments

Assignment	Due Date (11:59PM PST)	Weight
TCPS2 (part 1 and 2)	September 18 and December 4	15%
Discussion Forum	Weekly (post Wednesday, respond Sunday)	25%
Ethics and Law Paper	November 6	30%
Podcast	December 1	30%

Schedule

Week/Date	Topic	Assignments
1 Sept 11	Introduction	
2 Sept 18	Leadership Fundamentals	TCPS2 Part 1 Sept 18 th 11:59pm
3 Sept 25	Being Agile (NOTE: This class will be split 9am-12pm, and 1pm-4pm – message will be sent out Friday Sept 22 nd)	
4 FRIDAY Oct 6	Creative Freedoms	
5 Oct 9	THANKSGIVING NO CLASS	
6 Oct 16	Intellectual Property Law	
7 Oct 23	Decolonizing Technology and Accessibility	
8 Oct 30	AI Law	
9 Nov 6	AI and ML ethics	
10 FRIDAY Nov 17	Behavioural Theories of Persuasion	Ethics and Law paper Nov 17 th 11:59pm
11 Nov 20	Contract Law	
12 Nov 27	Diversity and Representation in Contemporary Media	Podcast Dec 1 st 11:59pm
13 Dec 4	New of the term and Retrospective	TCPS2 Part 2 Dec 4 th 11:59pm

Assignments in Detail

Assignment details will be posted on Canvas.

Due dates: Assignments granted an extension beyond the due date will have no extended comments; assignments handed in late without prior permission will be returned with a grade only, no comments, and 2% per day late, including weekends (i.e., 4% for Saturday and Sunday), deducted from the grade assigned to your paper. Assignments submitted after the assignment has been returned to the rest of the class will not normally be accepted.

Attendance

Regular attendance is expected of students in all their classes (including participation, group work, tutorials, seminars, online etc.). Students who are unavoidably absent due to illness or disability should notify their instructors of their situation.

Grading Profile

A+	95-100	Very Good, Excellent, or Outstanding Performance.
A	90-94	
A-	85-89	
B+	80-84	Good Performance
B	75-79	Satisfactory Performance
B-	70-74	Marginally Unsatisfactory Performance
C+	65-69	Unsatisfactory Performance
C	60-64	
F	0 – 59	Unsatisfactory Performance (students must retake the course)

Laptops & Cell Phones

The use of laptops and cell phones during class is at the discretion of the instructor. *Please respect your classmates and instructors and refrain from text messages, social media, games and videos during class and workshop times.* Please note you should always bring pen and paper to class.

Written & Spoken English

English is the official language of the school and all communication (written and spoken) is expected to be conducted in English. SFU and the MDM Program provide a wide range of free language support for those who need and it's up to each learner to seek that support.

Accommodations

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds. The Centre for Accessible Learning (CAL) will make every effort to assist students with disabilities so that they achieve their educational goals. <https://www.sfu.ca/students/accessible-learning/establishing-accommodations/accommodation.html>

Academic Integrity: Your Work, Your Success

SFU's Academic Integrity website <http://www.sfu.ca/students/academicintegrity.html> is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating. Each student is responsible for their conduct as it affects the university community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the university. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the university. <http://www.sfu.ca/policies/gazette/student/s10-01.html>

Inappropriate use of technology in coursework

If you are using generative AI to produce content that will be part of your graded work in the course, you must be transparent about the tools that you use. Undeclared use of the tool/technology will be considered a violation of the academic integrity policy. Be aware that any tool used will require you to evaluate the output for accuracies and be responsible for making the appropriate corrections.

Graduate Studies Notes

Important dates and deadlines for graduate students are found here: http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html.