

**Course:** DMED 500: Foundations of Digital Media (3 credits)  
**Term:** Fall 2024  
**Instructor:** Dr. Rachel Ralph  
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#### *Acknowledgement of Coast Salish Peoples and Land*

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səilwətaʔ (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

#### **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, analyze, present the impact of digital media on society, culture, and communication, including social, ethical and legal considerations related to digital media production, distribution, and consumption.
- 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**

The course will run for 13 weeks and adopts a flipped classroom model to maximize interactive learning and hands-on experience. In this approach, traditional lecture content is delivered outside of class time through various online resources, allowing in-class time to be dedicated to engaging activities, discussions, and practical application of concepts. It is expected that students will work on their assignments outside of class time.

#### **Course Schedule**

The course will run on Tuesdays 9am – 12pm, September 10 – December 3, 2024.

The following schedule outlines the majority of the topics covered during the course. Based on the interaction with students as well as the topics covered by parallel courses, some topics may be added or modified during the semester at the discretion of the instructor.

Class	Topic	Assignments
Week 1 (Tuesday, Sept 10)	Introduction & Being Agile	
Week 2 (Tuesday, Sept 17)	Design Processes	<b>TCPS2 Part 1</b> <i>Sept 17<sup>th</sup> 11:59pm</i>
Week 3 (Tuesday, Sept 24)	Solving Problems	
Week 4 (Tuesday, Oct 1)	Behavioural Theories of Persuasion 1	
Week 5 (Tuesday, Oct 8)	Behavioural Theories of Persuasion 2	
Week 6 (Tuesday, Oct 15)	Testing and Analysis	<b>Project 1a documentation</b> <i>October 15<sup>th</sup> 11:59pm</i>
Week 7 (Tuesday, Oct 22)	Production Management	<b>D&amp;AD New Blood proposal</b> <i>October 11<sup>th</sup> 11:59pm</i>
Week 8 (Tuesday, Oct 29)	Intellectual Property	
Week 9 (Tuesday, Nov 5)	Business	<b>D&amp;AD New Blood Presentations</b> <i>November 5<sup>th</sup> 8:59am</i>
Week 10 (Tuesday, Nov 12)	Career Conversations 1	
Week 11 (Tuesday, Nov 19)	Career Conversations 2	<b>D&amp;AD New Blood additional materials</b> <i>November 19<sup>th</sup> 11:59pm</i>
Week 12 (Tuesday, Nov 26)	Emerging Technology and Trends Field Trip	<b>Alumni Interview</b> <i>Nov 26<sup>th</sup> 11:59pm</i>
Week 13 (Tuesday, Dec 3)	Diversity and Representation in Contemporary Media	<b>TCPS2 Part 2</b> <i>Dec 3<sup>rd</sup> 11:59pm</i>

## Course Assignments

Note: Assignments, due dates, and weighting are subject to change before the start of the semester

Assignment details will be posted on Canvas.

Assignment	Due Date (11:59PM PST)	Weight
TCPS2 (part 1 and 2)	September 17 and December 3	20%
Project 1a documentation	October 15	20% (group)
D&AD New Blood Proposal	October 22	15% (group)
D&AD New Blood Presentations	November 5 <sup>th</sup> (note: 8:59am)	20% (group)
D&AD New Blood additional materials	November 19	15% (group)
Alumni Interview	November 26	10%

## Required Materials

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

## Attendance and Participation

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.

- Students are expected to attend every class on the schedule and be fully present. While sickness is sometimes inevitable, understand that due to the experiential nature of the material, *classes cannot be made up*.
- Lateness also informs grading. Classes start punctually every week according to the schedule. Instructions will not be repeated, nor will it be tolerated if a latecomer bothers another student for instructions. If arriving later than half an hour into a class, a student may be marked as absent.
- 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.

<https://www.sfu.ca/students/enrolment-services/policies-and-procedures/academic-concessions.html>

## Grading Profile

A+	95-100	Exemplary expectations
A	90-94	Exceeding expectations
A-	85-89	Meet expectations
B+	80-84	Approaching expectations
B	75-79	
B-	70-74	Below expectations
C	60-69	Far below expectations
F	0 – 59	Fail (Students must retake the course).

A student in a master's or doctoral program must maintain a CGPA of 3.0. Under no circumstances will a student whose CGPA is below 3.0, be awarded a graduate degree.

<https://www.sfu.ca/students/advising-resources/calculators/gpa-calculator.html>

## 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 any technology, including generative AI, to produce or edit 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](http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html).