EXPANDED COURSE DESCRIPTION
DIGITAL MEDIA PROGRAM
School of the Arts, Media, Performance and Design
Computational Arts
FA / DATT 2100 3.0 SECTION A
PUBLISHING IN DIGITAL MEDIA
SUMMER 2020

COURSE CALENDAR DESCRIPTION

Introduces techniques and strategies for the documentation and dissemination of work in the digital age. Students will expand their skills in traditional and internet-based research in tandem with developing competence in the clear, concise communication of ideas through appropriate integration of text, visual, sonic and interactive components. Overview of tools such as image processing, web development, mobile content development, and content management systems. Course credit exclusion: FA/FACS 2500 3.00.

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Longford, Michael S.</td>
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SPECIAL FEATURES

This course introduces techniques and strategies for the documentation and dissemination of work in the digital age. We begin with a brief overview of print culture before turning our attention to the Internet and the ways in which new digital tools and platforms are changing the publication and circulation of information today. Topics include a brief history of photography and the printed word, a brief history of the Internet and the web, interface and interactivity, social and mobile media. Students will expand their skills in traditional and internet-based research in tandem with developing competence in the clear, concise communication of ideas through appropriate integration of text, visual, sonic and interactive components online. Most of the content will be delivered remotely using Zoom. Students are expected to attend the lectures and labs online during scheduled times.

TOPICS AND CONCEPTS

Course Learning Objectives - By the end of the course students will: • identify and critically assess a range of critical issues related to publishing in analogue and digital platforms; • become familiar with a number of digital tools and the basics of working with content management systems in support of online publishing; • develop their ability to discuss, analyze and write about information dissemination and sharing on digital platforms; and • undertake independent research and autonomous learning. Organization of the Course - This online course is comprised of weekly lectures and lab sessions delivered using Zoom. Five lectures will be delivered online and require students to watch videos, listen to radio interviews and complete journal assignments. The lectures will be supplemented by videos and assigned readings. Lab sessions will provide software workshops, opportunities for group discussion, and one-on-one feedback in support of course assignments. The lectures and labs will enrich, clarify, and illustrate crucial issues from the assigned readings in support of the course learning objectives.
GRADED ASSESSMENT

Course Text / Readings Readings will be available in PDF format on the course Moodle site. Additional readings may be assigned one week prior to the lecture as required. Evaluation The final grade for the course will be based on the following items weighted as indicated: Visual Elements (Instagram): 10% Visual Essay: 15% Online Journal Questions (2): 20% Website (group project): 35% Attendance: 20% All assignments must be submitted in order to complete the course. The last date to drop courses without receiving a grade is June 01, 2020. Grading, Assignment Submission, Lateness Penalties and Missed Tests Grading - The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York. (e.g., A+ = 9, A = 8, B+ - 7, C+ = 5, etc.) Assignments and tests will bear either a letter grade designation or a corresponding number grade. (e.g., A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.) For a full description of York grading system see the York University Undergraduate Calendar on the York website.

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the School of the Arts, Media, Performance And Design section of the Undergraduate Calendar.

Assignment Submission - Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. All assignments must be submitted through the Moodle site for the course.

Lateness Penalty - Assignments received later than the due date will be penalized 2 grade points per day that assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Missed Tests - Students with a documented reason for missing a course test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

ADDITIONAL INFORMATION

Please note that this information is subject to periodic update. All students are expected to familiarize themselves with the following information:

Academic Honesty and Integrity - York students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty. More information about academic integrity can also be found online at SPARK, the Student Papers & Academic Research Kit prepared by the York University Library.

Accessibility/Disability Services - York provides services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University. Students in need of these services are asked to register with disability services which are housed in Student Accessibility Services (SAS) as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

Students can also consult The York Senate Policy on Accommodating Students with Disabilities.

Religious Observance Accommodation - York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the
term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative
date or time for an examination scheduled in the formal examination periods (December and April/May),
students must complete an Examination Accommodation Form, which can be obtained from Student Client
Services, Student Services Centre or online.
Student Conduct - Students and instructors are expected to maintain a professional relationship characterized
by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is
the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the
responsibility of the student to cooperate in that endeavor. Further, the instructor is the best person to decide,
in the first instance, whether such an atmosphere is present in the class. A statement of the policy and
procedures involving disruptive and/or harassing behaviour by students in academic situations is available on
the York website, Office of Student Community Relations.

Many courses utilize Moodle, York University's course website system. If your course is using Moodle,

Moodle @ York University