

Montgomery County Community College
COM 262
New Media Production
3-2-2

COURSE DESCRIPTION:

Students will tell stories using new media production and distribution techniques through emerging technologies. Students create, oversee and participate in productions from the early stages of conception, through the process of distribution. Emphasis is placed on the procedures and processes of preparing for and carrying out production of new media content for distribution to a diverse digital audience. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

REQUISITES:*Previous Course Requirements*

- COM 107 Introduction to Video Production and Literacy or SRT 104 Introduction to Sound Recording Technology
- COM 125 Introduction to Writing for Broadcast News or COM 126 Introduction to Scriptwriting

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate an intermediate ability in the operation of digital production equipment.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Peer to Peer Review Portfolio
2. Discuss new media theory, terminology, and its applications.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Peer to Peer review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Create new media productions through pre-production, production, post-production, and distribution.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Peer to Peer Review Portfolio

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Old vs. New Media
2. Inventing the Medium
3. Collective and Personal Media
4. Audio and Video for the Web
5. Design, Activity, and Action
6. Interactive Productions
7. New Media Distribution

LEARNING MATERIALS:

Wardrip-Fruin, Noah and Montfort, Nick. (2003). *The New Media Reader*. The MIT Press.

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Note: COM262 was created from deleted courses COM260 and COM261; refer to these courses for prior history.

Prepared by: Allan Schear and Gerald Collom

Date: 10/28/2015

VPAA/Provost Compliance Verification:

Victoria Bastecki-Perez, Ed.D.

Date: 3/7/2016

Revised by: Debbie Dalrymple

Date: 1/10/2018

VPAA/Provost or designee Compliance Verification:

Date: 1/10/2018



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.