

FIU School of Journalism & Mass Communication
DIG 4552
Spring 2016 Digital Media Capstone (3 Credits)
Friday 9:00 am – 1:00 p.m. ACII 242 (MMC)

Instructor: Moses Shumow, PhD

Office Location: BBC AC-II 317

Office Hours: Tuesdays 1:30 p.m. – 3:30 p.m. (or by appointment)

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Course Description

The goal of this course is to synthesize the various analytical, critical thinking and storytelling skills that have been learned by Digital Media and Broadcast majors up to this point in their academic careers and put them to use in a project-based setting. This is a senior capstone course; as such, students are expected to be self-motivated and independent. Instruction is not the main goal of this course. It is up to the students to demonstrate to the professor the breadth and depth of what they have learned during their time at SJMC.

SPRING 2016 LIBERTY SQUARE SERVICE LEARNING PROJECT:

As a part of this course, students will be creating a multimedia website – <http://libertysquarewifi.com> – which will be the first step in creating a community based Wi-Fi project that will serve the residents of Liberty Square, Miami-Dade’s oldest and largest public housing project. The work we do in this class will include the **installation and configuration of multiple WiFi routers** throughout the community that will create Internet hotpots for residents; the design and implementation of a series of community workshops to discuss the WiFi project, how it will work, and the potential benefits of great Internet connectivity; and a second series of video production workshops with students from the community and Miami Northwestern High School. The goal of the video production efforts will be to create a series of videos that will be a part of multimedia website and will introduce visitors to the initiative and its importance to the community.

Other efforts that will be included in the course are the building of an e-book library that will be housed on the local WiFi network, with e-books that will be free for users to download; a ‘community events’ page where residents using the network can find out news about their community; and a GIS mapping effort identifying local businesses and non-profit organizations in and around Liberty Square.

Course Objectives

Students in this course are expected to show significant levels of proficiency in a number of areas related to digital and broadcast media, including, but not limited to, the following:

- 1) Understanding the power, impact and potential of new forms of digital and broadcast media storytelling and the ability to communicate that understanding clearly and coherently
- 2) A critical understand of the impact of the Digital Divide in the 21st century and the ways in which community organizing and teaching can be implemented to overcome those challenges
- 3) An ability to use social media to monitor and engage with online communities
- 4) Strong proficiency in the following areas of media production:
 - a. video production
 - b. audio production
 - c. photography and editing
 - d. Non-linear digital video editing
 - e. Using infographics/data visualization to communicate complex ideas/data sets
- 5) Synthesizing 1-4 into a single digital media storytelling effort

Student Learning Outcomes

- 1) A strong comprehension of fundamental concepts in digital/new media
- 2) The ability to tell stories using multiple digital media storytelling techniques
- 3) Strong familiarity with at least one online platform used for multimedia storytelling
- 4) Thinking critically, creatively and independently about the prospects, promises and pitfalls of digital media
- 5) Writing correctly and clearly in forms and styles appropriate for communications professions, audiences, and the purposes they serve.

REQUIRED READINGS (PDFs will be available on shared Google Drive site):

Eubanks, V. (2011). *Digital Dead End: Fighting for Social Justice in the Information Age*. MIT Press. (Selected chapters).

Connolly, NDB. (2014). *A world more concrete*. Univ of Chicago Press. (Chapters 2 & 3).

Dunn, M. (1997). *Black Miami in the 21st Century*. University Press of Florida. (Chapters 4 & 5).

Stuart, J. (2008). "Liberty Square: Florida's First Public Housing Project," in *The New Deal In South Florida: Design, Policy and Community Building, 1933–1940*. John A Stuart and John F Stack, ed. University Press of Florida, 186–217.

Expectations/Teams

This class will be project oriented, and as with nearly all media production efforts, your ability to work in teams will be an *essential* component of this course. All students will be expected to contribute throughout the semester, and will be assigned to different project based on their individual strengths and interests. These are the different projects that we will be working on during the semester:

Installing and configuring community Wi-Fi routers: This effort will include all students in the course and will be accomplished in coordination with Miami-Dade County.

Building the site <http://libertysquarewifi.com>: This site will be the main page that people will see when they log on to the WiFi network. It should include elements for video, mapping, infographics on the digital divide in Miami and Liberty City, e-book library, and basic “About” information.

Developing Wi-Fi and digital literacy workshops: We will hold two workshops with residents of Liberty Square to discuss the WiFi initiative.

Videos and production workshops: We will be producing a series of high-quality, well-produced videos covering the following topics: The Digital Divide in Miami and Liberty City; An introduction to the WiFi initiative, which will include footage from our workshops, the installation of the **WiFi routers**, etc.; we will also find one local business near Liberty Square and produce a short “commercial,” working with students from Liberty Square and Miami Northwestern.

E-book library: This will be produced in coordination with the creation of the libertysquarewifi.com website.

Community events page: This will include the design of the page but also figuring out the best way to gather information from the community and teach “Digital Steward” interns how to update the page.

Digital storytelling extras: This will include mapping, photo galleries and infographics.

Grades

Your final grade will be based on a combined score from your performance on the two positions you’ve held during the semester (one for each show). Your final grade will be based on the following components (100 points total):

Participation/Attendance:	10 pts
Collaboration:	10 pts
Meeting deadlines:	20 pts
Content/quality of your contribution:	60 pts

Communication with the Instructor

It is University policy for faculty to communicate with students via [FIU e-mail](#). Please check yours for communications from your instructor. If you use another e-mail provider, please link your FIU e-mail with your personal e-mail so communication is forwarded. Likewise, please communicate with your faculty on routine matters via e-mail.

Class Attendance

Students are expected to attend every class period (unless otherwise announced) and are responsible for obtaining any class notes missed from another student. If you miss or do not turn in an assignment, you will have very limited opportunity to make up the work. Rarely, the unexpected happens and emergency situations may arise, causing you to miss graded work. Please contact your instructors within 24 hours after the class start time if you encounter such a situation. Exceptions to the attendance rule will be based only on what the university classifies as excused absences. This is your responsibility. If you can prove the legitimacy of your tardiness or absence, you MAY be able to make up work.

Ethical Conduct & Plagiarism

Academic Honesty: Student must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~sccr/standards_of_conduct.htm). Students are expected to use all resources, including books, journals, and computers only in authorized ways. Participants are expected to perform individual assignments without consulting each other. This practice “homogenizes” the thinking brought to the class, negatively impacting the discussion and our learning experience. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by University policies.

Course Schedule TBA

We will be working on the schedule for the remainder of the semester during the first week of class.