

The Art Institute of Washington

IMD 450 History of Communication Media

Course Outline
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Please note: The contents of this course outline may be revised by the instructor during the quarter. The changes may be made to improve and facilitate the students' achievement of the competencies for the course.

IMD 450 History of Communication Media

Section EA

COURSE DESCRIPTION

A survey of major events and development in the history of media based communication is the focus of this course. The course explores the relationship between technology and media development and explores the impact motion media and mass communication have on society and the economy. Students explore the evolution and future trends of interactive media.

Credits

4 Credits, 4 Hours

OBJECTIVES

Upon completion of this course, you should be able to:

- Identify major events and figures in the history of communication media
- Form connections between communication media developments and significant changes in society, politics, human behavior, and quality of life through out history
- Form theories on the future evolution of communication media and the way it will be used
- Discuss your own ideas about communication media history

COURSE INFORMATION

Server space, a stapler, and any necessary supporting materials for your final project

Technology

Mac and/or PC computer, Internet connectivity, Printer
Adobe Photoshop, HTML editing software, Macromedia Flash, FTP application, Word-processing software

Course Online

<http://myeclassonline.com/>

Room/time

	Day/Time	Room

Instructor

COURSE GRADING

The final grade will be based on the following scheduled activities:

Assignments

Activity / Assignment	Title	Points	%
Assignment 1	Discussion Questions/Responses (8 weeks)	80 each	8% each
Assignment 2	Examples of Media Used for Political Gain	60	6%
Assignment 3	Presentation	150	15%
Exam	Final Exam	150	15%

Grading Scale

%	Grade	%	Grade	%	Grade	%	Grade
96-100	A	88-90	B+	78-80	C+	66-70	D+
91-95	A-	84-87	B	74-77	C	61-65	D
		81-83	B-	71-73	C-	=< 60	F

Submitting Assignments

The URL for digital assignments should be posted in the class website drop box (eclassonline.com) by the beginning of the **second week of class**. All assignments, paper or digital, should contain the following:

- Your Name
- Course number, name and section
- The school's name
- Instructor's name
- The academic term (ex. Winter 2010)

Late Assignments

Assignments submitted after the specified deadline will not be accepted and cannot be resubmitted. If an assignment cannot be accessed online by the due date, it will not be accepted (resulting in a 0 for the assignment). If an assignment is not received on time, it cannot be resubmitted. This class is only once per week so you **MUST** turn in projects, assignments, and posts on time.

Grading Policy

Please note that per the department policy, in order to take the portfolio class and graduate, all students in the Interactive Media Design program need to have a grade of C or higher in all core courses (courses beginning with IMD).

Cell Phones

Although we'll be exploring the history of communication media, please keep your communication directed towards the classroom. Before entering the classroom turn off your cell phone, sidekick or other wireless device. Anyone caught using a wireless device in the class will be asked to leave.

Email Notifications

Periodically, you will be sent email updating you on course changes, readings and deadlines. You will be expected to check your email on a regular basis to obtain this content. In addition, your assignment feedback will be emailed to you in PDF format. I will be sending information to via your AIW email.

AiA ATTENDANCE POLICY

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance.

Students should be prepared to start the quarter the first day of classes and to drop/add courses early in the first week of the quarter to minimize absences.

The following attendance requirements are in addition to and amend those currently published in the AIA Student Handbook and Daily Planner.

Course Attendance Policy

Attendance in this class is required. You are expected to come to class prepared, arrive on-time, submit your homework when expected, and stay for the entire class. The WDIM department has adopted a new attendance policy beginning in Fall 2008. For all of your IMD courses, instead of being withdrawn from a course for exceeding the allowed number of absences, your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each time you are 1 (minute) or more minutes late to class (tardy), you will lose 1 (one) percent from your grade.

Each time you are absent from class, you will lose 3 (three) percent from your grade. In example, if you are tardy to class 3 times and absent twice, you will lose at total of $(3 * 1) + (2 * 3) = 9$ points from your final course grade. If you had a 95% (A), this would reduce your grade to a 86% (B).

Tardy = 1 (one) minute or more late to class; 1 point (1%) deduction

Absent = Missing more than 1 (one) hour of the class; 3 point (3%) deduction

Attendance Appeals Process

Students may appeal a course suspension. Such appeals must be made in writing to the Registrar. Appeals will only be considered when the absences were beyond the control of the student and all absences are fully documented.

ACADEMIC HONESTY

As a member of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must give an accurate representation of the facts at hand. Students are required to refrain from any and all forms of dishonorable or unethical conduct related to academic work. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty can have serious consequences for the students. Academic dishonesty includes, but is not limited to, the following:

- Cheating
- Plagiarism
- Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved.
- Submission of any work (full or partial) not actually produced by the student.
- Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of work.

Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

DISCLAIMER

All work designed and developed in this class should carry the following statement (typically displayed at the bottom of the page):

This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.

SCHEDULE

Date		Reading to be Completed Before Class	Assignments Due	Topic/Activity
Thurs. Jan.14 (wk 1)	Class			<ul style="list-style-type: none"> Review syllabus and course policies. Break up into teams. Group exercise: Identify the major events in the evolution of communication media and develop a timeline of media history. Discussion: How do you use media and consume content differently than your parents did at your age? Examine: http://insight.brco.com/worksmart/
Thurs. Jan.28 (wk 2)	Class	Chapter 3, The Printed Authorship of the Modern World	Discussion Questions	<ul style="list-style-type: none"> Discussion: How has culture, society, politics, and our quality of life changed since Guttenberg? How has our notion of authority changed? Watch Ray Kurzweil TED video: How technology will change us (http://www.ted.com/index.php/talks/ray_kurzweil_on_how_technology_will_transform_us.html)
Thurs. Feb.4 (wk 3)	Class	Chapter 10, Remedial Media	Discussion Questions	<ul style="list-style-type: none"> Discussion: Why do we continue to develop different media technologies? How are they enhancing or changing our lives. Watch George Dyson TED video: The birth of the computer (http://www.ted.com/index.php/talks/george_dyson_at_the_birth_of_the_computer.html)
Thurs. Feb.11 (wk 4)	Class	<i>The Wide Band of Censorship and Churchill, Roosevelt, Stalin and Hitler: Radio Heads</i> , pp. 81-90; Chapter 9, Survival of the Media Fit <u>RESEARCH PROPOSALS DUE!!</u>	Discussion Questions Assignment 2. Examples of Media Used for Political Gain	<ul style="list-style-type: none"> Bring in examples of media used for political gain, one example from history, the other from present day. Photos, audio recordings, video, the written word or other media all offer examples. Discussion: Media can mobilize the masses for positive change. How can we use it effectively?
Thurs. Feb.25 (wk 5)	Class	Chapter 17: Electronic Watermarks	Discussion Questions	<ul style="list-style-type: none"> Discussion: Will authors, artists, and the like go broke if everyone freely exchanges their content? Is there a business model that can foster

Date		Reading to be Completed Before Class	Assignments Due	Topic/Activity
				creativity? <ul style="list-style-type: none"> Look at Wikipedia.com, Archive.org, and CreativeComons.org Watch Larry Lessig TED video: How creativity is being strangled by the law (http://www.ted.com/index.php/talks/larry_lessig_says_the_law_is_strangling_creativity.html)
Thurs. Mar.4 (wk 6)	Class	Chapter 4, The Age of Photography and the Ageless Image	Discussion Questions	<ul style="list-style-type: none"> Discussion: How has photography changed our perception of ourselves, and our history? Look at The Library of Congress on Flickr (http://www.flickr.com/photos/library_of_congress/) Watch David Griffin's TED video: Photography connects us with the world (http://www.ted.com/index.php/talks/david_griffin_on_how_photography_connects.html)
Thurs. Mar. 11 (wk 7)	Class	Chapter 16: Paper Futures	Discussion Questions	<ul style="list-style-type: none"> Discussion: If all content is being digitized, what is the role of paper media? Is paper still needed? Watch Brewster Kahle TED video: A digital library free to the world (http://www.ted.com/index.php/talks/brewster_kahle_builds_a_free_digital_library.html)
Thurs. Mar. 18 (wk 8)	Class	Chapter 13: Hypertext and Author/Reader Inversions In class Work with team member for Final Presentation.	Discussion Questions	<ul style="list-style-type: none"> Student presentations of research topic. Discussion: How does the nature of hypertext affect the way we communicate? Watch Kevin Kelly TED video: Predicting the next 5,000 days of the Web (http://www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html)
Thurs. Mar. 25 (wk 9)	Class	Chapter 14: The Open Web and It's Enemies In class Work with team member for Final	Discussion Questions	<ul style="list-style-type: none"> Discussion: Tim Berners-Lee created the Web as an open environment. What could happen if corporations or governments

Date		Reading to be Completed Before Class	Assignments Due	Topic/Activity
		Presentation.		<p>tampered with it?</p> <ul style="list-style-type: none"> • What is network neutrality and why should you care? • Watch Richard Baraniuk TED video: Goodbye textbooks, hello open source learning (http://www.ted.com/index.php/talks/richard_baraniuk_on_open_source_learning.html)
Thurs. Apr. 1 (wk 10)	Class	In class Work with team member for Final Presentation.		<ul style="list-style-type: none"> • Student Team FINAL presentations of • Final Exam

GENERAL DISCUSSION QUESTIONS

1. Why do we invent/develop new methods of communication? What are our goals?
2. What is the result of increased communication throughput, communication frequency, and communication speed? How are we positively and negatively affected?
3. What is Moore's Law? Why has the speed of major technological developments increased so dramatically in the past 100+ years?
4. Create a timeline of major technological developments starting from 1400 AD to present day. Describe their impact on society, culture, politics, education, and our perception of our self.
5. Why do radio, television, books, and the Internet all continue to thrive though in some respects they compete with one another? How do they serve us differently?
6. How does the notion of intellectual property change as communication becomes ubiquitous and instantaneous?
7. How will technology evolve in the coming century to help us better communicate?
8. How did the 1934 Federal Telecommunication Act and its establishment of the FCC (Federal Communications Commission) affect our first amendment rights today?
9. How has the notion of "monopolies of knowledge" change with the development of new communication technologies?
10. How was the development of Capitalism affected by the evolution of communication?
11. Explain what a remedial technology is and give examples.
12. What is the role of the printed document in the age of digital documents?
13. Is the free exchange of knowledge/content really a bad thing as is suggested by many major organizations and companies? How could it affect the technology, quality of life, and even the evolution of our species?
14. How can technology decentralize the control of knowledge and content? How could the role of the server change to facilitate free exchange of content?
15. Will authors, artists, and the like go broke if everyone freely exchanges their content? Is there a business model that can foster creativity?
16. If no one officially serves as "editor" of web content (blogs, wikis, etc), how can we trust this content as knowledge?
17. In an age of constant mass communication at rapid speeds, we have more content than the planet has ever seen, and the pace seems to be increasing. What do we do with all of this content? How do we archive it, organize it, edit it, and decide what is not worth keeping? Is there such a thing as a knowledge packrat?
18. How did the development of the printing press affect Martin Luther's reformation of the church and help fuel the Renaissance?

ASSIGNMENTS

Assignment 1. Discussion Questions (8 Weeks)

Each week we will have readings from the textbook *The Soft Edge: A Natural History and Future of the Information Revolution*, which will serve as the starting point for class discussion. After completing the assigned reading, create 2 discussion questions from your observations on the topics raised. Write your thoughts on each question. Share your questions with the class, spark discussion, and share your thoughts and observations.

Post your questions on the discussion boards prior to class (<http://myeclassonline.com>). Post 2 responses to other student's questions as well. Create a jump page with course information such as the course title, and number, your name, and the instructor's name. Create links each week to your discussion questions and responses on the discussion board as follows:

Week 1

[Discussion question 1](#)

[Discussion question 2](#)

[Response 1](#)

[Response 2](#)

You will be graded not only on the quality of your discussion questions and your own written responses, but also on your participation in classroom discussion and your willingness to contribute.

Marking Criteria:

Total Points: /80

- Quality of Questions and Responses (40)
- Responses to Peer Questions Online and in Class (40)

Assignment 2. Examples of Media Used for Political Gain

Gather 4 examples illustrating the use of media for political gain. Your examples can be photographs, Graphic Design, video, audio, web sites, or any other media type that has been significant in setting the stage for global politics. Post your media examples on your jump page with written explanations of each before class on **October 29**.

Marking Criteria:

Total Points: /60

- Quality of Examples (20)
- Quality of Explanations of Each (20)
- Presentation (20)

Assignment 3. Presentation

Working with a partner research a topic relating to the history and development of communication media to be presented to the class. Present your research to the class (approximately 15 minutes) with a visual presentation using Flash, Video, or HTML (See Eric Meyer's S5 at <http://www.meyerweb.com/eric/tools/s5/>). Include relevant *photos, timelines, charts* or other content that will help illustrate your topic. After your presentation, **lead a 15-minute discussion about your topic**. Create a brief **handout** for the class that summarizes the content you are presenting.

Propose your topic to the instructor no later than two weeks prior to your presentation.

Site your sources at the end of your presentation using MLA style (see <http://citationmachine.net/> for guidance).

Topic ideas include:

- Compare and contrast the design of a particular medium between multiple historic eras.
- Compare and contrast the ways in which passive and interactive media are used
- Explore the role of communication media in the Nazi movement
- Compare and contrast the life and behavior of a 15 year old in 2007 and a 15 year old in 1940. How are they different because of communication media?
- How did the development of the printing press affect Martin Luther's reformation of the church and help fuel the Renaissance?
- How did the development of mass communication media affect the labor movement and/or the political sphere?
- The impact of Marshall McLuhan on contemporary media
- How does the notion of intellectual property change as communication becomes ubiquitous and instantaneous?
- How did the 1934 Federal Telecommunication Act and its establishment of the FCC (Federal Communications Commission) affect our first amendment rights today?
- How was the development of capitalism affected by the evolution of communication?
- How has the notion of "monopolies of knowledge" changed with the development of new communication technologies?
- How did the development of photography change the way we see ourselves?
- How has the World Wide Web changed politics in the US?

You may be as creative with your presentation format as you like so long as the content is informative and accurate. In the past students have used games, activities, and other formats that have made the presentation experience a lot of fun.

Marking Criteria:

Total Points: /150

- Quality of Research (40)
- Quality of Ideas (30)
- Assignment Requirements (20)
- Presentation to Class (40)
- Handout (10)
- Presentation of Content (10)

EXTRA CREDIT

Extra Credit Research Paper (up to 2% added to final grade)

Write a research paper minimum 800 words in length investigating one of the topics in the discussion question section of this syllabus or make a proposal to the instructor. Your paper should cite at least three reference sources, using footnotes or endnotes and a bibliography in the MLA style (see MLA.org for style guidelines).

Marking Criteria:

- Quality of Research and writing
- Spelling and Grammar
- Presentation and Citation Formatting