

# COMM255

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

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## Course Summary

**Course :** COMM255 **Title :** Digital Tools and Media in Communication

**Length of Course :** 8

**Prerequisites :** COMM250 **Credit Hours :** 3

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## Description

**Course Description:** Digital Tools and Media in Communication is a basic course in digital tools and media in communication, which enables our students to situate their communication studies within the modern technical world. The course gives students exposure to modern technology through the communication lens and provides students with opportunities to explore and evaluate digital tools and media for communication purposes. Throughout the course, students will progress in standards published in 2015 by the National Communication Association as those Communication majors should know, understand, and be able to demonstrate as part of the Communication degree program. This course introduces principles of composition and design, presentation, and evaluation across varied modes of communication using modern tools, apps, cloud services, programs, and social media. Course topics include mass media communication strategies, music tools, podcasts, video conferencing, blogging, mobile messaging, social networking, internet broadcasting, live streaming, and new and emerging technologies, evaluation, and application. (Prerequisite: COMM250)

### Course Scope:

Digital Tools and Media in Communication gives students exposure to modern technology through the communication lens and provides opportunities to explore and evaluate digital tools and media for communication purposes. This course will integrate principles of composition of design and best practices in the execution of several projects using several digital media technologies.

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## Objectives

CO1: Students will identify specific digital and media technologies and their communication contexts.

CO2: Students will evaluate various applications of digital tools and media.

CO3: Students will develop a basic portfolio of digital media projects to leverage mass media strategies using digital technology.

CO4: Students will develop a communication strategy using a new or emerging technology in mass communication

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# Outline

## Week 1: Digital Tools and Media as Tools for Mass Communication

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### Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Define digital media and compare to traditional media.
- Lesson Objective: Explain the cultural significance of digital tools and platforms.
- Lesson Objective: Understand the importance of studying digital media.

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Lesson Objective: Understand the function of the web as a communication device.
- Lesson Objective: Understand the concept and importance of digital literacy.
- Lesson Objective: Explore the areas of print/writing for web, images, sound, video, social media, and data visualization and identify uses for each.
- Lesson Objective: Understand convergence of tools and types of convergence.

### Required Readings

#### Week 1 Reading & Resources

#### Week 1 Lesson

#### Assignments

#### Week 1 Discussion

## Week 2: Writing for Digital Media

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### Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Compare and contrast writing formats for blogs, web pages, and social media platforms.
- Lesson Objective: Organize content in an appropriate format for the medium/platform.

*Course Objective:* Students will develop a communication strategy using a new or emerging technology in mass communication.

- Lesson Objective: Develop examples of writing for a web page, blog, and social media platform.
- Lesson Objective: Create writing that resonates with the audience specific to the platform.
- Lesson Objective: Develop techniques to increase accessibility of web content.

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Lesson Objective: Identify differences in writing for the web compared to other formats.
- Lesson Objective: Compare and contrast writing formats for blogs, web pages, and social media platforms.

### Required Readings

## Week 2 Reading & Resources

### Week 2 Lesson

### Assignments

### Week 2 Discussion

## **Week 3: Web Design**

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### Learning Outcomes

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Lesson Objective: Understand and develop a basic web site using WordPress

*Course Objective:* Students will develop a communication strategy using a new or emerging technology in mass communication.

- Lesson Objective: Define SEO and incorporate SEO techniques into web design
- Lesson Objective: Understand how to effectively structure a web page

*Course Objective:* Students will develop a basic portfolio of digital media projects to leverage mass media strategies using digital technology.

- Lesson Objective: Plan basic web site architecture
- Lesson Objective: Apply basic web design principles to design a homepage and “About Me” page

### Required Readings

## Week 3 Reading & Resources

### Week 3 Lesson

### Assignments

### Week 3 Discussion

### Week 3 Assignment: Setting up your Wordpress Site

## **Week 4: Images and Blogging**

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### Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Identify characteristics of successful blogs.
- Lesson Objective: Understand basic functions of photo and image editing applications and when to apply them.

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Lesson Objective: Develop effective blog content using principles of writing for digital media and characteristics of successful blogs.
- Lesson Objective: Explore photography and image use for digital media, to include websites, mobile use, email, and social media

*Course Objective:* Students will develop a communication strategy using a new or emerging technology in mass communication.

- Lesson Objective: Understand characteristics of viral content and what makes digital content shareable.

*Course Objective:* Students will develop a basic portfolio of digital media projects to leverage mass media strategies using digital technology.

- Lesson Objective: Create a blog post including visual content based on best practices.

Required Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignments

Week 4 Discussion

Week 4 Assignment: Blog Post With Visual Content

## **Week 5: Social Media**

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Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Students will evaluate various social media tools.

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Lesson Objective: students will compare and contrast social media platforms and their uses.

*Course Objective:* Students will develop a communication strategy using a new or emerging technology in mass communication

- Lesson Objective: students will identify appropriate uses for social media platforms including content and frequency.

Required Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignments

Week 5 Discussion

## **Week 6: Podcasting**

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Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Students will define podcasting and identify characteristics of a successful podcast.
- Lesson Objective: Students will develop familiarity with digital audio production.

*Course Objective*: Students will develop a basic portfolio of digital media projects to leverage mass media strategies using digital technology.

- Lesson Objective: Students will design, edit, and develop a podcast.
- Lesson Objective: Students will develop self-directed competency with podcasting creation platforms and publishing methods.

*Course Objective*: Students will evaluate various applications of digital tools and media.

- Lesson Objective: Students will develop familiarity with different podcast formats and their purposes and applications.
- Lesson Objective: Students will develop self-directed competency with podcasting creation platforms and publishing methods.

Required Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignments

Week 6 Discussion

Week 6 Assignment: 5 to 10-Minute Podcast

## **Week 7: Data Visualization, Memes and GIFs**

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Learning Outcomes

*Course Objective*: Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Students will define infographics, memes and GIFs and identify characteristics of good digital products in these categories.
- Lesson Objective: Students will develop familiarity with data visualization and its varying formats and identify tools to create content.

*Course Objective*: Students will evaluate various applications of digital tools and media.

- Lesson Objective: Students will identify appropriate applications of data visualization.
- Lesson Objective: Students will discover the significance of Memes and GIFs and how they can be applied to digital communication.

Required Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignments

Week 7 Discussion

## **Week 8: Video Tools and Apps**

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## Learning Outcomes

*Course Objective:* Students will identify specific digital and media technologies and their communication contexts.

- Lesson Objective: Students will evaluate various uses of video in social media and other digital media contexts.

*Course Objective:* Students will develop a basic portfolio of digital media projects to leverage mass media strategies using digital technology.

- Lesson Objective: Students will create a 2-3 minute instructional video.

*Course Objective:* Students will evaluate various applications of digital tools and media.

- Learning Outcome: Students will identify strategies for shooting and editing video.

## Required Readings

### Week 8 Reading & Resources

### Week 8 Lesson

### Assignments

### Week 8 Discussion

### Week 8 Assignment: 2-3 Minute Instructional Video

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## Evaluation

### Grading:

Name	Grade %
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## Materials

**Book Title:** Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.\*

### Author:

### Publication Info:

**ISBN:** ERESERVE NOTE

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## Course Guidelines

### Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the Communication

program area.

- Please note that no formal citation style is graded in the Discussions—only attribution of sources (please see details regarding forum communication below).

## Tutoring

[Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

## School of Arts & Humanities Late Policy:

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

## Turnitin:

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

## Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through "Messages" or E-mail but must be submitted through the Assignments area directly.

## Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

## Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
  - All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
  - Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.
  - “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
  - As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
  - You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
  - Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.
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## University Policies

### [Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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