Instructor: Rhonda Moore, John Maclachlan and the Lyons New Media Centre Staff 
Total In-Person Hours: 20
Offering: Winter Term 2013

This one-unit module will offer students an opportunity to learn (current) new media skills such as graphic design, web production, video production, and social media engagement, with a strong focus on media and information literacy. The module will be structured to include 5 two-hour workshops, as well as “Mini New Media Assignments” to be completed outside tutorial and submitted before the next workshop. In addition to this, there will be a large, self-directed group assignment that will incorporate building new media for various areas in the city of Hamilton.

Objective
1. Teach students foundational knowledge of information and media literacy.
2. Develop within students the practical skills of communication through graphics, web, video and social media.
3. Build effective, measurable media campaigns that get students engaged with the Hamilton community.

Delivery
Workshop sessions will be used to communicate basic skills from subject matter experts in the areas of graphic design, web, and video production. Students will gain transferable, hands-on skills and apply them directly to a community challenge in the Hamilton area. Workshop sessions will be two hours in duration. An Avenue course will also be setup to facilitate discussion and the submission and peer-review of four mini-homework assignments (to be completed between workshops).

Workshop Structure
All workshops take place in the Lyons New Media Centre classroom, Tuesdays 10:30am-12:20pm

- **Lesson 1: New Media: Becoming Media Literate.** Discussion of information sourcing, branding, advertising, and information privacy. (+ mini homework assignment) [January 14th, January 21st]
- **Lesson 2: Graphic Design.** Adobe Illustrator hands on workshop (+homework assignment) [January 28th, February 4th]
- **Lesson 3: Web Production.** Content Management hands on workshop (+ mini homework assignment) [February 11]
- **Lesson 4: Video Production.** Adobe Premiere hands on workshop (+ mini homework assignment) [February 25th, March 4th]
- **Lesson 5: Bringing it All Together.** Measurement and metrics, Working with clients, and building a project proposal. (+homework assignment) [March 11th, March 25th]
- **Project completion:** A chance for everyone to present their campaign to the class, and celebrate the completion of the course.
**Major Assignment Structure**

A major assignment that pulls the skills together will be discussed and planned by the students in Lesson 5. The goal will be for each group to build an engaging media campaign for a particular part of the city (East Hamilton, Mountain, Dundas, Downtown, etc). This assignment is largely self-directed, and the students will be given five class sessions to research, plan, and execute their group media campaign.

**Deliverables**

Students will be evaluated on a pass/fail metric for the overall course. This final grade will be determined by:

1. Weekly attendance in workshop sessions.
2. Completion of mini-homework assignments and successful submission to the Avenue Course Shell portfolio system, including a short explanation of their assignment description, goal and process.
3. Completion of final major group assignment, to be assessed by a panel of media specialists, using a metric and rubric designed by the students in the Bringing it all together workshop.

**Expectations**

1. Students will treat the private information of clients, staff, students, and other stakeholders with respect and confidentiality.
2. Students should expect to come to the workshop with their previous mini-homework assignments completed and submitted to the Avenue Course Shell (to be reviewed at the beginning of each workshop).
3. Students will learn independently, and work co-operatively in a small group on a major assignment.
4. Throughout the course, students will submit reviews of themselves and group members’ participation, which will be considered for final grading.
5. This is a self-directed course in many ways: students are expected to seek out additional training, assistance and experience using the resources provided by staff.

**Budget / Resources**

Staff used for instruction of workshops, learning space, laptops, software and support will be provided by the Lyons New Media Centre. Students are responsible for bearing all other costs for the purpose of producing their final projects (transportation, supplies, etc). Students may use the publicly-available media production computers in the Lyons New Media Centre during operating hours, but each student is responsible for saving, backing-up and transporting their work between machines as they are wiped clean on a nightly basis. (We recommend investing in a portable hard drive or large format USB key [minimum: 32GB]).

The library also offers free, bookable access to an excellent online video tutorial system called “Lynda.com” – there are two licenses that can be accessed simultaneously for the purposes of polishing up skills, or gaining additional experience with the media production software.