

Comm 450: Media in the Digital Age

This course will explore the use of digital media in the age of instantaneous news, handheld and wearable devices, short attention spans and disruption. We will look at how technology has changed media in the past five years and how it will continue to change and reform the way we work and play.

Since this is a digital media class, students will be required to constantly be online and must begin an online presence in the form of a blog, website, Twitter, Facebook, Instagram, etc. that can be monitored.

The main focus of this class is your final project. In a group of two, you will develop an idea for a digital product. This could include a smartphone application, an online publication or a tangible device. You will (1) detail your idea (this includes an outline and drawings), (2) create a business model and (3) pitch your product. The pitch will take place during the final week of class. This project is worth **50 percent** of your **overall grade**.

Attendance policy: Attend class on time. This class is very hands-on and will require time out of the classroom. Therefore, if you are late, you will be lost. For every time you are late past 15 minutes or do not show (without informing me before class), 1 percent will be deducted from your overall 10 percent attendance assessment.

Assessments

Attendance	10% (One percent loss every time late 15 minutes or a no-show)
Homework	10%
Midterm exam	30%
Final	50%
Total	100%

Readings and Viewings

[Reuters Digital News Report](#)

[When Media Are New: Understanding the Dynamics of New Media Adoption and Use](#)

Hearst Digital Media Lecture: <https://www.youtube.com/watch?v=aS1IPYaITt0>

What is Innovation? <https://www.youtube.com/watch?v=UR83B1UuzCY>

What's Next: The Future of Media and Digital Innovation <https://www.youtube.com/watch?v=nRVWlIfih44>

Digital Media and Innovation in Business Models <https://www.youtube.com/watch?v=EsUu15X6efY>

Mark Thompson on Digital Innovation at the New York Times

<http://www.theguardian.com/media-network/media-network-blog/video/2013/dec/09/mark-thompson-digital-innovation-new-york-times>

Lessons

Weeks 1 and 2: *The Digital Media Society* - We will look at the emergence of technology and its impact on us. We will look at why there is now an extreme need to communicate and the power of the Web.

Weeks 3 and 4: *Fast and Ugly Society* - We will look at how traditional media withered and how “new media” and social networks dominated.

Weeks 5 and 6: *Disruption* - We will explore the products that have uprooted industries as well as the strategies developed by the products’ founders/company.

Weeks 7, 8 and 9: *Innovation* - We will explore creativity and you will learn how people develop new ideas with technology.

Weeks 10, 11 and 12: *Digital Inc.* - We will look at innovative business models, and you will learn the basics of how to design and implement a business model.

Weeks 13 and 14: *Thinking Ahead* - We will look at futuristic ideas that some people once said (and still say) could only be science fiction. Depending on class size, week 14 could begin the in-class final project drilldown.

Week 15: In-class final project drilldown

Week 16: Final project pitches