Integrated liberal arts study focusing on the creative production and critical consumption of media

MST/ENT 320 – Spring 2013
Multimedia for Social Entrepreneurship and Civic Engagement
Course Meeting Times: T & R 5:00 to 6:15
Meeting Location: Stone 369

Instructor: Debra Sea    Teaching Assistant: Mariah Dunn
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Office Hours: By appointment   Office Hours: By appointment

Purpose of course:
This course is designed to introduce undergraduates to civic engagement activities and social entrepreneurship businesses and to plan, create digital projects for civic engagement and social entrepreneurship work.

Prerequisites/Corequisites: None

Areas of study:
1. Digital/Multimedia – while this is not a techniques course, we will gain and develop skills for analyzing and critiquing digital work, and learn to use wordpress.com, a content management system (CMS) that is widely used in business to post digital assignments.
2. Civic Engagement – understand the basic concepts, and then experience and document a civic engagement activity.
3. Social Entrepreneurship – understand the basic concepts, and then create a business/feasibility plan and create a digital project.

Student Learning Outcomes:

1. Develop multimedia projects, working with different formats, such as text, hypertext, video, audio, photos, graphics, and interactivity.
2. Develop their skills of critical thinking, aesthetic expression, and effective information delivery through multimedia art project.
3. Evaluate what a social entrepreneurship venture is and how best to accomplish its goals and objectives.
4. Evaluate the difference between a for profit and a non profit social entrepreneurship venture.
5. Write clearly, coherently, and effectively for multimedia stories in the digital media arts.
6. Build and design a webpage for a social entrepreneurship venture that will have a measurable community impact.
7. Develop interview skills and produce interview content using digital multimedia.
8. Demonstrate a basic understanding of multimedia artistic and creative works.
9. Describe certain aim and methods of artistic and intellectual expression through multimedia art project.
10. Demonstrate understanding of the importance of multimedia artistic expression in the digital age to further the mission and vision of the social entrepreneurship venture.
11. Develop the role of multimedia report and production in the role of society, especially in the issues and population served by social entrepreneurship ventures.
12. Demonstrate one’s leadership role as a collaborator with community partners in a social entrepreneurship venture.
13. Develop one’s ability to use disciplinary knowledge and skills to make a significant contribution to a nonprofit or profit social entrepreneurship venture.

Required text:

Available on amazon.com for kindle (reader or cloud) for $11.99 or hardcopy $13.41 + shipping.

Other readings:
TBA

Major Assignments and Grading Criteria:

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<th>#</th>
<th>Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>1a</td>
<td>In your own handwriting, describe the issues that you care about the most and would like to explore this semester.</td>
<td>p/f</td>
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<tr>
<td>1b</td>
<td>Create a wordpress.com website. Post: a) prioritized values list and b) paragraph(s) describing the issues you care the most about.</td>
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<td>2</td>
<td>Photograph both sides of your activity and post the images to your website.</td>
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<td>3</td>
<td>Keep a Photographic journal for 7 days – Post your best 7 photographs with captions to your website.</td>
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<td>4</td>
<td>With assigned team, create written civic engagement plan and digital project plan (1-2 minutes video project), post it to your website, and share with class.</td>
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<td>5</td>
<td>Complete civic engagement activity, digital project, and post digital project to your website.</td>
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<td>6</td>
<td>As a team, present team civic engagement activity recap and digital project to class.</td>
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<td>7</td>
<td>With assigned team, create draft written social entrepreneurship business plan (hand in hardcopy).</td>
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<td>8</td>
<td>With assigned team, revise business plan and hand in final hard copy</td>
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<td>9</td>
<td>Create written digital project plan (1-3 minute video).</td>
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<td>10</td>
<td>Complete digital project (1-3 minute video) and post to your website.</td>
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<td>11</td>
<td>With assigned team, present social entrepreneurship plan, final project to class and post it to your website.</td>
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<td>Entire Course</td>
<td>Participation and Cooperation in course activities – includes being in class regularly on time, being prepared and ready to share, listen actively to others, and being supportive of the efforts and initiative of others. During group activities, work together to make things easier, follow through on commitments and agreements, and work at communicating with your group members. P.S. Success is not defined as being conflict free – it is defined as working respectfully together to complete the projects on time.</td>
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**Summary:**
Individual assignments – 10% grade  
Civic Engagement activity and digital project – 30%  
Social Entrepreneurship business plan and digital project – 40%  
Participation and cooperation – 20%*  
*Please see attached rubric. There will be two evaluation points in the semester – at the midterm and after the last day of class. These grades will be averaged together for the final grade.

**Grading Scale:**
Rules of the road:

Attendance: I expect you to be on time and in class. The policy on attendance for the Media Studies Department is as follows. For classes that meet twice a week, 2 absences are allowable without penalty. The next absences will result in a cumulative 1/3 of a letter grade deduction for each absence. The sixth absence will result in you being dropped from the class. Make sure you sign the role sheet.

Group Assignments:
Digital, civic engagement, and social entrepreneurship projects are collaborative endeavors, and as such, students will be assigned to groups/teams. The benefits of this approach include sharing the workload and leveraging skillsets, learning to work and appreciate with people who are different from you, and enjoying the creative energy that can spark from these differences.

Equipment: For the still photography project, you can use any camera that you would like, including your phone. For the video projects, Media Studies majors can either use their own equipment or they can check it out from the equipment room for their group. Be sure to reserve your equipment early because equipment for last minute requests may not be available.

Using music in your projects: Music can add a great deal of emotional impact to your projects. Because our projects will be posted publicly, your projects are REQUIRED to use only music that you have the right to use. There are many options with royalty free music, public domain music, or music with a creative commons license. Original music is another option – compose your own or work with a UNCG music student.

Adverse weather: Typically, January and February are months when the University may be forced to delay or close due to adverse weather conditions. In addition to the usual media outlets, to find out what the University schedule is you may call 334-5000 or 334-4400 to hear a recorded message. Information will be posted at the UNCG website. This class will meet based on the schedule decided by the University.

One last item:
Like most everything, this class is a work in progress and the course schedule might shift a bit as we move through the semester. We will strive to be fair to everyone if the schedule changes or shifts.

One more thing:

A problem is a chance for you to do your very best. –Duke Ellington