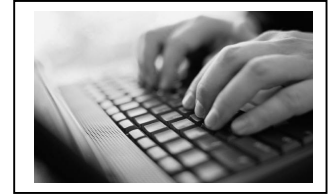**Cathy Yungmann**
Assoc. Prof. of Communication
email: cathy.yungmann@cabrini.edu
voicemail: 610.902.8349

Com. 475
Senior Convergence Seminar
Spring 2010 Syllabus

The Senior Convergence Seminar's overriding objective is the completion and distribution of the Communication Department convergence project. During this semester, we will experience convergence on two levels – converging ourselves as a project team and converging your media assets into a product that will meet our audiences' needs and expectations.

During the Convergence Seminar, you will:
• Complete the assets (media) for the project;
• Assess the quality of the completed assets;
• Create new media assets needed to compete a coherent project;
• Determine the appropriateness of combining the assets into a web;
• Create flow charts for the final project;
• Interface with a web designer;
• Oversee and participate in the production of the final convergence web project;
• Be responsible for the distribution of the finished project.

You will accomplish these objectives by:
• Learning about the strengths and weaknesses of single-media communication (audio, video, text and graphics) to better assess the quality of our media assets;
• Examining receiver-driven communication to determine when converged media communication works better than telling the story with a single medium;
• Expanding your media production skills while creating new media assets and working with classmates on their projects;
• Experiencing the stages of Team Development to become a cohesive, goal-oriented group;
• Learning about and participating in the Project Management process including producing the documents associated with PM;
• Meeting regularly as a group throughout the semester in person and virtually to share updates about progress on the convergence project;
• Cultivating your leadership and management skills as you work collaboratively with with classmates and potential outside vendors.

READINGS AND RESOURCES:

Convergent Journalism, An Introduction: Writing and Producing Across Media by Stephen Quinn and Vincent F. Filak. Focal Press Publishers. 2005.
Journalism 2.0: How to Survive and Thrive
        http://www.j-lab.org/Journalism_20.pdf and download PDF
Various web resources per assignment.

We will extensively use the convergence GoogleGroup and course BBVista site at one.cabrini.edu for assignments, course information and discussions.

Additional Web-based Convergence Resources:

The Poynter Institute: www.poynter.org

Cyberjournalist.net: http://www.cyberjournalist.net
        Amazing resource full of tools, tips, tricks and convergence info.

University of Southern California—Annenberg School for Communication: Online Journalism
        Review http://www.ojr.org/

Transom.org (audio info) http://www.transom.org/index.php

Free Web Building Tutorials: http://www.w3schools.com/default.asp

Institute for Interactive Journalism: http://www.j-lab.org/index.shtml

OFFICE HOURS & CONTACT INFO: You can contact me outside class in several ways:

                Office voicemail: (610) 902-8349
                Email: cathy.yungmann@cabrini.edu
                Leave message with Faculty Secretaries: (610) 902-8310
                Call me at home: (610) 853-2767 (before 9:00pm, please!)
During my office hours, you can find me **either** in the FH253 Video Studio or in my FH273 office at (610) 902-8349. My Spring 2008 office hours are:
                Mondays 1-3pm
                Thursdays 1-3pm
                Other days and times by appointment only. Please email me to set up a time.
Feel free to call me, sign up for an appointment on my office door, or stop by to chat if you have any questions or concerns about this course.

Course Schedule Com. 475 Senior Convergence Seminar

This class meets on Thursdays 4:35pm – 7:10pm.

THURS.	IN-CLASS TOPIC	DUE TODAY	BEFORE NEXT CLASS
Jan. 14	Course Intro. Review current media assets. Receiver-driven communication (Mktg. Rpt)..Four Phases of Project Management. Develop site map for each pod based on information gathered in your research.	Upload document to GoogleDoc Folder "Convergence 2010 Content for Your Pod" with all the content - in text form - for your content area of the site	Go to http://www.j-lab.org/Journalism_20.pdf and download the PDF of Journalism 2.0: How to Survive and Thrive Read Chapter 1: FTP, MB, RSS, oh My! Read Parenting after Violence.pdf – Chapter 5 & PeaceWorks Curriculum Elem.pdf – whole thing & Impact of Trauma on Learning_Lelli.ppt Read "Designing for Flow" http://www.alistapart.com/articles/designingforflow
Jan. 21	Brainstorm ways to connect our media assets – a thumbnail sketch of final project. Finalize project sked.	Have total of at least 5 interview contacts for your area to GoogleDoc	Read Interviewing Techniques for Video http://www.mediacollege.com/journalism/interviews/ Read Journalism 2.0, Chapter 2: Web 2.0
Jan. 28	Review Project Proposal for Designer. Coordinate Master Project Schedule.	All interviews done. Upload Milestones & Responsibilities Chart	Read Journalism 2.0, Chapter 8: Shooting & Managing Digital Photos Read Journalism 2.0, Chapter 7: Digital Audio & Podcasting Hiring a Web Designer: http://www.j-learning.org/plan_it/category/Hiring a Designer or Developer/ Read it all
Feb. 4	Report Progress. **Site map creation**	**Individual team evaluation of media**	Read Journalism 2.0, Chapter 9: Shooting Video Read Journalism 2.0, Chapter 10 Basic Video Editing
Feb. 11	Learn WordPress Create site graphics		Read Journalism 2.0, Chapter 11: Writing Scripts, Doing V/O Read Journalism 2.0, Chapter 5: How to Blog
Feb. 18	Team Reports. Evaluate assets. Leadership Skills. Revise Project Plan/Schedule if necessary.	Upload Team Progress Reports.	Hiring a Web Designer: http://www.j-learning.org/plan_it/category/Hiring a Designer or Developer/ Read it all
Feb. 25	Talk with Web Designer	**Final polished media pieces due**	
March 4	**Vacation!!!!!!!!!!!!**		
March 11	Possible Class Meeting	Revise media per Designer	Drop Dead Date For Media Pieces

March 18	Revise project per Web Designer feedback	Final Connective Pieces Due.	
March 25	Focus Group test site		
April 1	VACATION!!!!!		
April 9	Plan Premier		
April 15	Finalize tomorrow's Premier Plans. Screen Complete Site	Upload Convergence Future Assignment.	
April 22	**Classes Cancelled**		
April 29	Team close-out meeting.	Upload Peer Evaluation and Lessons Learned	

The last day to withdraw from this course is Wednesday, March 21, 2010.

GRADING: Your course grade will be calculated based on the following:
Written Assignments - 10%
Professional Demeanor (Class Participation, Attendance, Dependability, Teamwork, Effort) – 20%
Assets Created for Convergence Project - 70%

Grading Scale

A = 95 - 100	A- = 90 - 94.9	B+ = 87 - 89.9
B = 84 - 86.9	B- = 80 - 83.9	C+ = 77 - 79.9
C = 74 - 76.9	C- = 70 - 73.9	D+ = 65 - 69.9
D = 60 - 64.9	F= 0 - 59.9	

Late projects and papers will automatically be reduced in grade <u>two</u> letter grades for <u>each day</u> late. For example, if you turned in an **A** assignment two days late, you will receive an **F**. You may not use technology as an excuse for submitting an assignment late. It is your responsibility to ensure that I receive your assignments on time.

Guidelines for final grade in this course include:
A = Outstanding teamwork and media asset creation quality. Excellent critical thinking and insight in class discussions, projects and papers. Interesting presentation of ideas.
B = Very good teamwork and media asset creation quality. Very good, consistent participation, preparation and writing. Displays effort, ability and insight but not outstanding in all areas.
C = Adequate teamwork and media asset creation quality. Adequate written work and class participation. Work done on time. Displays basic understanding of material.
D = Some work late. Below average teamwork and media asset creation quality. Class participation minimal. Missing a few basic blocks of understanding.
F = Some work missing. Not involved much in class.

Questions about assignment grades must be discussed in person, preferably during office hours. Questions concerning final course grades may be emailed to me in order to set up an appointment to discuss the grade when we return for next semester.

ATTENDANCE: Regular class attendance is required. Tardiness is rude. If you arrive late three times, it will equal one unexcused absence. Three unexcused absences from class will result in a failing grade in this course. Unless you tell me otherwise, I will assume that if you are not here for class it is due to an unexcused absence. Failure to return from class breaks on time will result in a lower grade.

CABRINI COLLEGE ACADEMIC HONESTY POLICY
The principal objective of the Cabrini College Academic Honesty Policy is to encourage a dynamic, open, and honest intellectual climate based on the personal and academic integrity of all members. It is the responsibility of students to help maintain the community of academic integrity. Students shall not receive credit for work that is not a product of their own efforts. For a full description of the policy, please see the Academic Affairs homepage and follow the Academic Honesty link, or see the 2009-2010 Undergraduate *Catalog.*
Academic dishonesty includes, but is not limited to:
·	Plagiarism, Cheating . Information falsification or fabrication, Theft or destruction of intellectual property, Facilitation of academic dishonesty

For a first violation, the faculty member will meet with the student or otherwise communicate the charge. The faculty member will complete an Academic Honesty Violation Charge Form, stating the violation and assigning a penalty. The student should sign and date the charge form and return it to the faculty member. The student may request a hearing before the Academic Honesty Board by indicating that option on the form. For a second violation in a given course, the faculty member will follow the same procedures as in the first incident but will assign a penalty of failure of the course without privilege of withdrawal. For any second or subsequent violation during a student's academic career at Cabrini College, the Academic Honesty Board shall conduct a hearing.

DISABILITY RESOURCE CENTER - Cabrini College provides support services and appropriate accommodations for qualified students with documented disabilities. If you are a student who requires classroom or testing accommodations, please contact the Disability Resource Center by phone at 610-902-8572 or e-mail at dss@cabrini.edu. Please note that classroom or testing accommodations can only be provided to students who have Accommodation Notification Forms from the Disability Resource Center. Students are responsible for providing the instructor with the Accommodation Notification Forms and informing the instructor when they need academic adjustments.

NOTE: This syllabus is subject to change. It contains some of our mutual responsibilities. Please read it and keep it so that you and I will have the same understanding about what is expected.