



GEORGETOWN UNIVERSITY
School of Continuing Studies

BLHV 2212 Multimedia Design for Communication(s)

Spring 2024

About the Course & Instructor

Credits: 3

Location: As an online course, all course content will be provided and exchanged on the Coursera platform.

Instructor: Yianna Vovides, PhD

Instructor Contact Information: yv11@georgetown.edu

Office Hours: You can contact me to set up an appointment. There will be Live Sessions throughout the semester indicated in the course.

Course Description

This course focuses on digital multimedia design for communication(s). We begin with establishing a common understanding of terms and standards used in multimedia communication(s). We address the theory and practice of how technology is accepted and then focus on how different communication formats and digital tools influence meaning-making. The course uses a *learning by doing* approach. This means that throughout the semester you will be creating various artifacts that you will then curate and showcase as a final course project. The online environment is designed to provide the guidance that you will need to have a successful final project. This guidance comes in the form of mini lectures, demonstrations, discussion, peer and instructor feedback.

Course Learning Objectives

By the end of the course, you will be able to:

- Identify the components that are part of the ecosystem of multimedia design for communication(s)

- Recognize key factors involved in technology acceptance
- Examine how digital creativity and productivity tools work
- Propose intentional multimedia designs for communication(s)
- Create artifacts that demonstrate the use of various media formats and treatments for the intended goal
- Present your designs for peer critique following good practice guidelines
- Critique design artifacts following good practice guidelines

Required Materials for Purchase

No materials will need to be purchased.

Overview of Course Structure

This course consists of 13 modules which are taken over a 15-week term. Each module length is either one week or multiple weeks as designated in this syllabus.

Assignments

Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages in the table that follows. The descriptions below highlight the main activities of the course.

- **Content Exploration** activities will enable you to spend some time with principles, concepts, and applications in order to be able to reflect on and discuss with your peers and instructor some of your findings. These are meant to engage you in both self-reflection and social reflection.
- **Artifact contributions** are activities designed in a stepwise fashion based on our content exploration. You will create these to share with your peers for feedback, make adjustments, and then include in your final project, the Style Guide Exhibit. The following are the artifacts you will be contributing:
 - Type Artifact
 - Logo, Colors, Photos, Graphics, and Icons Artifact
 - Voice and Audio Artifact
- **Style Guide Exhibit activities** will help you finalize your exhibit and showcase it by preparing a presentation about your exhibit. To create your exhibit, we will be using Canva.
- **Peer Feedback/Critiques** activities are key in any design-based approach. Providing quality peer feedback/critique to support one to improve on their artifact design is critical and therefore we will spend time to pull apart both the how to share feedback and the what to notice and include in that feedback.
- **Live Session activities** are synchronous sessions in the course where you will be discussing content in more detail with your professor and your peers. Each session will occur over Zoom. Participation in the live sessions is optional but highly recommended. It is a great opportunity to engage with guest speakers, your professor, and your peers.

Table 1: Grading Percentages

Assignments	Percentage
Content Exploration activities	35%
Type Artifact	5%
Logo, Colors, Photos, Graphics, and Icons Artifact	10%
Voice and Audio Artifact	5%
Style Guide Exhibit	15%
Showcase of Style Guide Exhibit	10%
Peer Feedback/Critiques	20%

Submission Policy

Submit all assignments to the Coursera course site. Assignments submitted through email are not acceptable and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you've received your final grade.

Late Work Policy

No late submissions or extensions are available for any of the following:

- The last week of class
- All graded assignments

For other course assignments not listed above, as stated in the Student Handbooks, you must notify me and obtain my approval if you are unable to complete any assignment by the published submission deadline. I will gladly consider granting extensions for assignments as long as the request is made by e-mail at least 24 hours before the due date/time. The request must include the date and time when you intend to submit the assignment. If you fail to give both a date and a time, however, the request will not be honored. Late responses with no previous arrangements for all assignments will be penalized by 10% for each day or portion of a day that the assignment is late, unless previous arrangements have been made. Late assignments submitted more than one week after the due date will receive a 25% penalty unless previous arrangements have been made. Once you get behind, it becomes extremely difficult to catch up so please turn your assignments in when they are due. If you are having trouble keeping up, please contact me IMMEDIATELY. We understand that everyone is very busy and this class requires a fair amount of work, but you should be able to realize in advance if you are falling behind.

Instructor Feedback/Turnaround

If you have a concern and send me a message, you can expect a response to your email within 2 business days. Please allow 4-7 business days for assessment submission feedback.

Grading

Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics. You can find them in the Canvas course.

Graduate course grades include A, A-, B+, B, B-, C and F. There are no grades of C+, C-, or D. Please reference the grading scale below:

- A 93-100%
- 90-92.99%
- B+ 87-89.99%
- B 83-86.99%
- 80-82.99%
- C 70-79.99%
- F 69.99% and below

Students need an overall GPA of 3.00 to be in “good academic standing”.

Time Commitment

Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate 7-10 hours per week.

Weekly Schedule

Assignments are primarily due on Thursdays and Saturdays at 11:59 PM US Eastern Time, unless otherwise stated.

Table 2: Course Schedule

Weeks & Dates	Module	Graded Assignments Due
Week 1: January 10-14	Gateway Entrance: About the Experience Live Session: Orientation and Guest Speaker <i>January 12</i> <i>Noon to 1:30pm ET</i>	<ul style="list-style-type: none">▪ Content Exploration activity▪ Style Guide Exhibit: Museum Partner selection
Week 2: January 15-21	Gateway Entrance: Examining the Broader Context	<ul style="list-style-type: none">▪ Content Exploration activities (3)▪ Self-assessment
Week 3: January 22-28	Gateway Entrance: Taking a Deeper Dive Live Session: Guest Speaker <i>January 26</i> <i>9:00 to 9:45am ET</i>	<ul style="list-style-type: none">▪ Content Exploration activity▪ Group Collaboration Agreement

Weeks & Dates	Module	Graded Assignments Due
Week 4: January 29-February 4	Gateway Entrance: Adopting Technologies Live Session: <i>Virtual Office Hours</i> <i>February 2</i> <i>Noon to 1:00pm</i>	Content Exploration activity
Weeks 5-6: February 5-18	The Wing of Type and Typography: Exploration & Application Live Session: Guest Speaker <i>February 9</i> <i>Noon to 12:45pm ET</i> Live Session: <i>Virtual Office Hours</i> <i>February 9</i> <i>12:45 to 1:30pm ET</i>	<ul style="list-style-type: none"> ▪ Content Exploration activities (2) ▪ Artifact Submission ▪ Peer Critiques (2)
Weeks 7-8: February 19-March 1	The Wing of Lines and Images: Exploration & Application Live Session: <i>Virtual Office Hours</i> <i>February 23</i> <i>Noon to 1:00pm ET</i>	<ul style="list-style-type: none"> ▪ Content Exploration activities (2) ▪ Artifact Submission ▪ Peer Critiques (2)
Spring Break (March 2-10)		
Weeks 9-10: March 11-24	The Wing of Voice and Audio: Exploration & Application Live Session: <i>Virtual Office Hours</i> <i>March 15</i> <i>Noon to 1:00pm ET</i>	<ul style="list-style-type: none"> ▪ Content Exploration activities (2) ▪ Artifact Submission ▪ Peer Critiques (2)
Weeks 11-12: March 25-April 7 Easter Break (March 27-April 2)	The Wing of Multimedia and Storytelling: Exploration & Application Live Session: <i>Virtual Office Hours</i> <i>April 5</i> <i>Noon to 1:00pm ET</i>	<ul style="list-style-type: none"> ▪ Content Exploration activities (2)
Week 13: April 8-14	Gallery Preparation	Style Guide Exhibit Draft

Weeks & Dates	Module	Graded Assignments Due
Week 14: April 15-21	<ul style="list-style-type: none"> ▪ Gallery Curation ▪ Gallery Rehearsal <p>Live Session: <i>Virtual Office Hours</i> <i>April 19</i> <i>Noon to 1:00pm ET</i></p>	<ul style="list-style-type: none"> ▪ Style Guide Exhibit Final ▪ Showcase Presentation Draft
Week 15: April 22-30	<ul style="list-style-type: none"> ▪ Gallery Showcase ▪ The Museum of Digital Curiosity 	<ul style="list-style-type: none"> ▪ Style Guide Exhibit Showcase presentation ▪ Content Exploration activity

Course Policies

The course will follow SCS Course Policies in the following areas:

- Attendance Policy
- Citation Policy
- Communication Policies
- The Honor Pledge
- Netiquette And Classroom Guidelines
- Incomplete and Withdrawal Policies
- Accommodation Policy
- Technical Requirements
- Student Support and Help

You can review these policies and other student resources in the [SCS STUDENT POLICIES & RESOURCES](#) document.