Course: DMED 500: Foundations of Digital Media | 3 credits
Term: Fall 2020
Instructors: Jon Festinger, Rachel Ralph
Email: jon_festinger@thecdm.ca; rachel_ralph@thecdm.ca
IA: Shyen-Yi Low, shyenyi_low@thecdm.ca

REMOTE TEACHING INFO:
Teaching at SFU in fall 2020 will be conducted primarily through remote methods. There will be in-person course components in a few exceptional cases where this is fundamental to the educational goals of the course. Instructors will let students know of the synchronous/asynchronous components of the course at the start of the course. Enrollment in this course acknowledges that remote study may entail different modes of learning, interaction with your instructor, and ways of getting feedback on your work than may be the case for in-person classes. To ensure you can access all course materials, we recommend you have access to a computer with a microphone and camera, and the internet. In some cases, your instructor may use Zoom or other means requiring a camera and microphone to invigilate exams. If proctoring software will be used, this will be confirmed in the first week of class. Students with hidden or visible disabilities who believe they may need class or exam accommodations, including in the current context of remote learning, are encouraged to register with the SFU Centre for Accessible Learning (caladmin@sfu.ca or 778-782-3112).

Course Goal
This core course explores the history and future of digital entertainment through technological, social, legal, ethical and business leadership lenses. Attention is focused on the economic history of innovation in the industry, the evolution of the experiences and technologies, and the social, legal, ethical and business leadership issues, which evolved as a result. A key theme of the course is the development of a framework to critically analyze as well as participate in the future of digital media and technology.

Course Objectives
Upon completion of this course students will be able to:
- identify and explore the normative, ethical, legal and business leadership issues arising and evolving in the digital communications landscape
- understand the societal tensions and compromises that inevitably arise
- critically think and discuss the rights and responsibilities of all the actors in the ongoing drama of our media landscape and the creative, political and human forces that shape it
- identify and distinguish between major approaches to or theories about technology and society
- identify and distinguish the fundamentals of various digital media business models for a new media technology
- identify key legal and ethical issues for an existing or emerging digital media technology.

Format of the course
The course will run for 9 weeks with modules (starting Tuesday and ending the following Monday at 11:59pm PST) consisting of readings, reflections, lectures, and other activities posted on Canvas. The course is mostly asynchronous, with some synchronous Q&A sessions (optional and will be recorded). Q&A sessions 4-5pm PST (Week 1, 3, 5, 7 and 9) *more may be added as needed*.

Assignments

Assignment	Due Date *(11:59PM PST)*	Weight
Participation	Throughout term	7%
Module Discussion Responses in small groups	Week 2-8 *(posted prior to next week start date)*	35% (5%/module)
Digital Activism Response	October 26	25%
Ethics and Law Paper	November 9	30%

Due dates: Assignments granted an extension beyond the due date will have no extended comments; assignments handed in late without prior permission will be returned with a grade only, no comments, and 2% per day late, including weekends (i.e., 4% for Saturday and Sunday), deducted from the grade assigned to your paper. Assignments submitted after the assignment has been returned to the rest of the class will not normally be accepted.

Assignments in detail
1. **Participation** *(Throughout the term)*

Participation is interdependent with preparation for each class, which involves reading, writing, and participating in activities (some individual and some group) and completing assignments on their due dates. Student contributes with insightful and constructive comments to weekly class discussions and activities. Overall contribution to course will be assessed.

2. **Module Discussion Responses** *(Due every Tuesday at 11:59pm PST prior to next module start)*
During modules 2-8, you will work in a small group (pre-set by the instructors) and respond to the readings, videos, lectures, and activities. Timebox up to 30-45 minutes discussion per week and post your teams response in a discussion forum (with the names of each group member included). Each module response will be out of 5 marks.
Grading Rubric

Developing (3/5)	Average (4/5)	Excellent (5/5)
Making a contribution that is recognizable and comprehensible	Making a contribution that is recognizable, comprehensible and thoughtful	Making a contribution that is recognizable, comprehensible, very thoughtful, and insightful

3. **Digital Activism Response (Due Oct 26)**
Using the historical contexts, ethical, and theoretical frameworks in Foundations, respond to the digital activism movements (metoo, blacklivesmatter, idlenomore, climatechange, hongkongprotest, etc.), create a response piece that reflects a lived experience (short essay, blog post, editorial article (~ 2 pages); podcast/video; artwork (image or video)- if choosing artwork/video please include a shorter written piece (~1 page) that explains how the artwork connects to course materials; or something else – unique pieces are encouraged just ask before starting).

Grading Rubric

	Incomplete	Good	Excellent
Argument	Lacks a clear argument and focus. There is little insight or originality in the argument.	The response piece makes a clear argument, but it might have been more fully developed at points, or it contains some contradictions or weak points.	The response piece makes a clear argument regarding the most important theme, based on careful thought and reasoning. The paper is original and insightful.
Content x 2	Several key concepts are unclearly stated or omitted. Includes only a few examples or the examples are not well chosen, and do not show a clear understanding of the course content.	Generally, demonstrates a good understanding of the materials with some examples, but a few points are not clear or lack specific examples.	Demonstrates a good understanding of all the relevant course materials related to the question. Includes several well-chosen examples to illustrate the argument and key concepts.
Conventions	Contains several errors or style issues that detract from the clarity and readability of the essay. Unorganized.	Mostly well-written with a few errors in grammar or spelling. Mostly well-organized.	Clearly written and well-edited for grammar and spelling, including complete sentences. Presented in your own words. Well-organized and easy to follow.

4. **Ethics and Law Paper (Due November 9)**

Your paper should explore a digital media issue from an ethical and/or legal perspective. Identifying what you consider to be an "ethical" issue in the digital realm (including for example privacy, surveillance, copyright, mods etc. etc.). Explain why you see the issue as an "ethical" one Then identify and describe any related legal issues you see. Give your opinion as to whether the legal aspects you have identified adequately deals with, in your opinion, with the "ethical" issue you have identified. Your paper should not be longer than three pages double spaced (not including footnotes).

Grading Rubric

Weak - C	Satisfactory - B	Strong - A
Writing not so clear or mistakes in spelling/grammar, technology explanation unfocused, issues not identified clearly, citations incorrect or missing.	*Writing is clear and grammatical, technology explanation is coherent, all three issues are included, citations included.*	*Excellent writing, clear description of the technology, three aspects (society, ethics, law) covered well, citations done properly where required.*

Attendance

Regular online attendance is expected of students in all their classes (including module participation, group work, tutorials, seminars, etc.). Students who are unavoidably absent due to illness or disability should notify to their instructors of their situation.

Schedule

Week/ Date	Topic	Course Meetings *(all sessions are optional and will be recorded)*	Assignments
1 Sept 15	Creative Freedoms Part 1	***Intro to Foundations – meet your instructors 4-5PM PST Sept 15***	
2 Sept 22	Management Methodologies		***Module Response*** *(due Sept 28 11:59pm PST)*
3 Sept 29	Creative Freedoms – Part 2	***Q&A – First 3 weeks 4-5PM PST Sept 29***	***Module Response*** *(due Oct 5 11:59pm PST)*
4 Oct 6	Ethical Processes		***Module Response*** *(due Oct 12 11:59pm PST)*
5 Oct 13	Intellectual Property Law	***Q&A – Midpoint check in 4-5PM PST Oct 13***	***Module Response*** *(due Oct 19 11:59pm PST)*
6 Oct 20	Digital Activism		***Module Response*** *(due Oct 26 11:59pm PST)*
7 Oct 27	Contract Law	***Q&A – Any topics you have more questions on 4-5PM PST Oct 27***	***Module Response*** *(due Nov 2 11:59pm PST)* ***Digital Activism Response*** *(October 26 11:59pm PST)*
8 Nov 3	Leadership fundamentals		***Module Response*** *(due Nov 9 11:59pm PST)*
9 Nov 10	Capstone Week	***Q&A – Final Thoughts 4-5PM PST Nov 10***	***Ethics and Law Paper*** *(November 9 11:59pm PST)*

Written & Spoken English Requirement

Written and spoken work may receive a lower mark if it is, in the opinion of the instructor, deficient in English.

Religious Accommodation

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds.

Academic Integrity

MDM considers plagiarism to be the most serious academic offense that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic

consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or idea's in one's own work.

It is the student's responsibility to ensure you fully understand what plagiarism is. Please see the SFU website for an explanation of the various types of plagiarism and to take the plagiarism tutorial: http://www.lib.sfu.ca/help/writing/plagiarism

Grading Profile

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0 - 59

Policies
The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply within this course.

Relevant SFU policies can be found at:
• Graduate General Regulations
  http://students.sfu.ca/calendar/for_students/grad_regulation.html
• Academic Honesty and Student Conduct Policies
  http://www.sfu.ca/policies/Students/index.html
• Teaching and Instruction Policies
  http://www.sfu.ca/policies/teaching/index.htm
• University Policies (complete site)
  http://www.sfu.ca/policies