



蘇州大學  
Soochow University

## ART 214 New Media Form

Summer 2023

**Course Credits:** 4

**Contact Hours:** 55 hours

**Instructor:** TBA

**Email:** TBA

### **COURSE OBJECTIVES**

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This course is an introduction to new media and explores the ways in which technological advancements have revolutionized communication and media practices. The course covers the theoretical foundations and practical applications of new media, including digital multimedia, social media, mobile communication, and web-based platforms. Students will examine the implications of these technologies on social, cultural, and economic aspects of society. Additionally, the course explores the ethical and legal issues related to the use of new media.

Upon Completion of this Course, students will be able to:

1. Understand the theoretical underpinnings of new media and their impact on society
2. Gain practical experience in the use of digital multimedia, social media, mobile communication, and web-based platforms
3. Analyze the implications of new media on social, cultural, and economic aspects of society
4. Examine the ethical and legal issues related to the use of new media

### **PREREQUISITES**

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COM 125 Introduction to Communication and Media Studies

### **GRADING**

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Written Assignments	20 Points
Midterm 1	20 Points
Midterm 2	20 Points
Final Group Project	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### Required Texts:

Lev Manovich, *The Language of New Media* (MIT Press, 2001).

### Recommended (Optional) Texts or Other Materials:

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: Introduction to New Media Topic 2: Definition and conceptualization of new media Topic 3: Theoretical foundations of new media Topic 4: Historical development of new media <b>Assessments:</b> Written Assignment#1
Module 2	<b>Topics:</b> Topic 5: Technological convergence and its impact on new media Topic 6: Digital Multimedia Topic 7: Digital audio and video production Topic 8: Digital photography and image manipulation <b>Assessments:</b> Written Assignment#2



Module 3	<b>Topics:</b> Topic 9: Visual and sound design principles Topic 10: Multimedia storytelling Topic 11: Social Media Topic 12: History and development of social media <b>Assessments:</b> Midterm#1
Module 4	<b>Topics:</b> Topic 13: Social media platforms and their functions Topic 14: Mobile Communication Topic 15: Mobile devices and their features Topic 16: Mobile communication technologies and their applications <b>Assessments:</b> Midterm#2
Module 5	<b>Topics:</b> Topic 17: Web-based Platforms Topic 18: Implications of New Media Topic 19: The impact of new media on social, cultural, and economic aspects of society Topic 20: The democratization of media production and distribution <b>Assessments:</b> Final Group Project

## ATTENDANCE

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1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



## **LEARNING REQUIREMENTS**

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- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

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The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

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Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a



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learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.