

COMM 2312

Multimedia Literacy

Fall 2025

CLASS MEETS : 12:30-1:45pm TR IN- PERSON 320F CAB

Instructor: Donna Pazdera

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Office: 320ECAB

Office Hours: M: 2:15-3:15 pm; T: 2-3:45 pm and by appointment (please send an email with your request)

Textbook/Materials

None, but you will also need a smartphone and a set of headphones – preferably over-the-ear. The lab is equipped with headphones and desktop Macintosh computers for your use, or you may use your own laptop. The university provides free access to the Adobe Creative Suite, for most assignments. Please sign up for access via Blackboard/Google Drive.

Course Description

Students in this course obtain practical skills and acquire working knowledge of the content-producing methods and formats in use by mass media. Using a relevant software foundation that includes smartphone applications, students create content as well as analyze and critique professional media, based on an understanding of the function, roles and legal/ethical responsibilities of mass media in society.

Media Literacy

By the end of this course, students will be able to:

- **Critically analyze media messages:** Students will learn to identify the creators, purpose, and target audience of various media messages. They'll recognize how media influences beliefs and behaviors and understand the economic and political factors that shape media production and distribution.
- **Evaluate information credibility:** Students will differentiate between credible and non-credible sources and recognize misinformation, disinformation, and propaganda. They'll also understand the role of algorithms and social media in shaping information consumption.

Audio Storytelling

Upon completion of this section, students will be able to:

- **Comprehend audio production basics:** Students will understand the fundamentals of audio recording, including microphone types, recording techniques, and editing software. They'll be able to identify and use basic audio production equipment.
- **Produce narrative audio:** Students will be able to script, record, and edit a short audio story or podcast. They'll demonstrate an understanding of sound design, including the use of music, sound effects, and voice-over to create a compelling narrative.
- **Analyze audio genres:** Students will be able to identify and critique different genres of audio storytelling, such as podcasts, radio documentaries, and audio dramas.

Photo Storytelling

By the end of this section, students will be able to:

- **Master photographic composition:** Students will understand and apply principles of photographic composition, such as the rule of thirds, leading lines, and framing. They'll also be able to use light and shadow effectively.
- **Use photography as a narrative tool:** Students will learn how to use a series of photographs to tell a cohesive story. They'll develop a photographer's eye, capturing moments that evoke emotion and convey meaning.
- **Edit and manage digital photos:** Students will be proficient in using photo editing software to enhance and manipulate images responsibly. They will also learn how to properly organize and archive digital photo files.

Video Storytelling

Upon completion of this course, students will be able to:

- **Grasp video production fundamentals:** Students will understand the basic stages of video production: pre-production (scripting, storyboarding), production (shooting), and post-production (editing).
- **Create short-form video content:** Students will be able to conceptualize, shoot, and edit a short video, such as a documentary or a promotional video. They will understand how to use visual elements, sound, and editing to create a compelling narrative.

ASSESSMENT

Assignments will be graded on a rubric, provided before the assignment is due, so students understand the grading parameters. Assignments will be played back/viewed/listened to in class for a group critique and so students learn ways to improve their work or what techniques could make an assignment better. Grades are an accumulation of points, which will be averaged at midterm and end of term.

ASSIGNMENTS:

Media Comparison: Choose one story and go to two very different news sources (on the Media Literacy chart). Take note of which aspects of the story the outlet focuses on: is it slanted in one direction or another? Does it present all of the facts? How did it make you feel about the topic, based on each outlet's presentation of the facts? You will present your findings to the class. Up to 50 points.

Sonic ID: Interview a person and use 30 seconds of it along with your intro. Up to 50 pts.

Mini-podcast: This is an introductory assignment where you will interview and record two people about a topic. You will record an intro, transitions and an outro and edit the piece to 1 minute to 1:30. 50 points possible

Audio Feature:: You will record and interview at least two people (one must be an expert) and gather nat sound to help set the scene. Sounds MUST be naturally occurring and not like sound effects or faked. This is different from the podcast in that this is a story, which uses the sound and interviews, as well as your intro and transitions to move it along. 100 points possible

Shapes in Nature: Pick 5 shapes and find them in nature. 50 points possible.

Cutlines-Write useful, meaningful captions for photos, beyond the obvious. 50 pts.

Mini Photo Essay: You will submit 5-7 photos that tell a story. Each photo must show a different aspect of that story, and be shot from a different perspective (close-up, medium, wide). Cutlines will enhance the story behind the photo. 100 points

Video sequence: You will record a scene or a process with a beginning, middle and end. You will use FIVE shots and you will edit the piece to 30 seconds. 50 points possible.

Public Service Announcement: You will storyboard, write, shoot and edit a 30-second public service announcement for a real cause. 50 points

Advertisement: You will storyboard, write, shoot and edit a 30-second or 1-minute advertisement. 50 points

Optional final assignment (in lieu of the PSA and Advertisement: You will create an airline safety video (up to 60 seconds). Further explanation and examples will be done in class. (200 points possible.)

Deadlines will be announced in class and on Blackboard.

No Use of Generative AI Permitted

COMM 2312 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Important Dates:

Important Dates: Fall 2025 Regular 16-Week Session

August 25 First day of class

September 1 Labor Day Holiday – No classes

Census Date Last day to drop with an automatic "W" November 25

Last day to withdraw from the University November 26

Study Day – No classes November 27-29 Thanksgiving Holiday – No classes December 4

Last day of classes December 5 Study Day – No classes December 6-12

Final exams December 16 Commencement The complete academic calendar is available online: <https://www.tamusa.edu/academics/academiccalendar/index.html>

DEADLINES: Please meet them. Our field is one that is particularly unforgiving of late work. I will not accept late work. However, if you are having a problem, please contact me as soon as possible so we can work together on resolving problems due to absences.

IMPORTANT POLICIES AND RESOURCES Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/DisabilitySupport-Services/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120. All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit <http://tamusa.edu/studentcounseling> Crisis support is available 24/7 by calling the SCC at 210-784-1331. Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com> More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/> Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. NonEmergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a

student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/StudentRights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Office Hours: All faculty with teaching assignments should include regularly scheduled office hours on each syllabus in addition to "by appointment." Please review your appointment letter for the number of weekly office hours you are expected to set. Regularly scheduled office hours should also be posted outside your office door (where applicable).

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397. **Religious Observances:** Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition.

Under the policy, students are provided with an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu. Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit

the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable modifications to pregnant students as would be provided to a student with temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K). Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. Young Jaguars: can support parenting students with daycare who meet this criteria: Must be enrolled in classes at TAMUSA in the current semester. Must be Pell eligible or a single parent. They serve children ages 3 to 12-years-old. Children must be enrolled in Pre-K-3 through 6th grade. youngjaguars@tamusa.edu (210) 784-2636

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country. **Students' Rights** 1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution. 2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws. 3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike. 4. Each student subject to disciplinary action arising from violations of university students' rules shall be assured a fundamentally fair process.

Students' Responsibilities 1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration. 2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws. 3. A student has the responsibility to recognize that student actions reflect upon

the individuals involved and upon the entire University community. 4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning. 5. A student has the responsibility to check their university email for any updates or official university notifications. We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academicintegrity.html>.)