School of Humanities Creative Industries SocialSci

CMNS1000: Digital and Social Media
Singapore PSB
Trimester 3 - 2023 (Singapore)

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

COURSE OUTLINE

OVERVIEW

Course Description   Digital and social media have transformed our lives, how we socialise and how organisations engage with their stakeholders. Students will learn about social, political, and cultural dynamics of digital and social communication. This course provides students with an opportunity to investigate a range of digital and social media forms and practices. It provides students with an opportunity to investigate social, political, economical, and cultural implications of digital and social media. Students will also create a professional that will support students to be work-ready.

Academic Progress Requirements   Nil

Assumed Knowledge   As this is an introductory course there is no assumed knowledge, but general computer competence is an advantage.

Contact Hours   **Singapore PSB**
Lecture
Face to Face On Campus
1 hour(s) per week(s) for 12 week(s)

Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s) starting Week 1

Unit Weighting   10
Workload   Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

CONTACTS

Course Coordinator	**Singapore PSB** Mr Kin Wong Kin.Wong@newcastle.edu.au Consultation: In class or by email
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences** Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

SYLLABUS

Course Content	The course will cover: • Introduction to digital and social media • Who is your audience and how do they behave? • Personal branding • Engaging and interacting with audiences • Legal and ethical implications of working in a digital and social media environment • Social, cultural, political, and economic contexts • Disruption of media industries • International implications of a digital society • Futures of digital and social media
Course Learning Outcomes	**On successful completion of this course, students will be able to:** 1. Recognise the basic principles of web page design and apply these to their own practice using designated computer software 2. Demonstrate integrated creative, technical, and computer skills by developing publications at a professional standard for an online environment. 3. Use the Internet and World Wide Web as academic research tools. 4. Apply knowledge of the social, political and cultural impacts of digital communication to professional practice. 5. Employ narrative and interactive design principles to assess and create professional online publications.
Course Materials	Refer to Course Site

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	4 Sep	What is Digital Communication? Course Introduction: what is this course and why is it relevant to me?	Student Site must be set up this week	
2	11 Sep	Designing for the Web: what works and why?	Class discussion. Class Activity. Practical application.	
3	18 Sep	Identity and Personal Branding:	Class discussion. Class Activity.	

		Who am I online and Who do I Want to be Online?	Practical application.	
4	25 Sep	Social Media.	Class discussion. Class Activity. Practical application.	
5	2 Oct	Copyright or Copywrong: Navigating Copyright and Fair Use in a Digital World.	Class discussion. Class Activity. Practical application.	Assignment 1 Due: Home Page
6	9 Oct	Digital Practice: Narrative and Design.	Class discussion. Class Activity. Practical application.	
Mid term break				
7	23 Oct	Digital Practice and Theory: Why do I have to know Theory when I just want to make stuff?	Class discussion. Class Activity. Practical application.	
8	30 Oct	Digital Practice in the Real World: Ethics (case study).	Class discussion. Class Activity. Practical application.	Assignment 2 Due: Blog Site Review
9	6 Nov	Digital Issues: Surveillance & Privacy.	Class discussion. Class Activity. Practical application.	
10	13 Nov	Digital Issues: Digital Divide.		
11	20 Nov	Digital Society: Interactivity & Outcomes.		
12	27 Nov	Digital Society: Futures.		Assignment 4 Due: Journal and Completed Blog site
13	4 Dec			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Assignment Task 1 - Home Page	Week 5 – In Class	Individual	30%	1, 2, 4, 5
2	Assessment Task 2 - Blog Site Review	Week 8 – In Class	Individual	30%	1, 2, 3, 5
3	Assessment Task 3 - Journal and Completed Blog Site	Week 12 – In Class	Individual	40%	1, 2, 3, 4, 5

Late Submissions — The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Home Page

Assessment Type — Project
Description — You are building a website that portrays you as a professional. For this task, you will Construct a website that presents you as that professional. Who are you? That is what we want to know. Tell us where you see yourself and about yourself. You will also include a 300-word reflection piece.
Weighting — 30%
Length — Website + 300 word
Due Date — Week 5 – In Class
Submission Method — Online

Assessment Criteria	See course site for detailed marking criteria.
Return Method	Online
Feedback Provided	Online

Assessment 2 - Blog Site Review

Assessment Type	Report
Description	You will choose two WordPress blog sites that belong to professionals in your discipline or major area and will be allocated one web site from a fellow student. You are to write a 1500 word report analysing the sites using narrative theory and design principles.
Weighting	30%
Length	1500 word
Due Date	Week 8 – In Class
Submission Method	Online
Assessment Criteria	See course site for detailed marking criteria.
Return Method	Online
Feedback Provided	Online

Assessment 3 - Journal and Completed Blog Site

Assessment Type	Journal
Description	There will be two sections to the marking of this task: firstly, 10% of the mark (4 marks out of 40) will be for the overall aesthetic of the completed blog site, which includes any adjustments made because of both peer and teacher feedback; and, secondly, students will write 6 X 400-word learning journal entries on weeks of their choice from Weeks 3-12.
Weighting	40%
Length	6 X 400 word
Due Date	Week 12 – In Class
Submission Method	Online
Assessment Criteria	See course site for detailed marking criteria.
Return Method	Online
Feedback Provided	Online

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: - Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35.
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.