COMM 450-Capstone

Spring 2017

SOC 010

Wednesdays 5:30-6:45

Instructor: Patty Lamberti

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Office: Room 223 SOC

Office hours:

Monday 1-2

Wednesdays 1-2

Or by appointment, Skype, Facetime, Google Hangout

312-915-6860

Course overview:

The Master's Capstone involves the integration of new media tools and storytelling, culminating in a professional project that is conveyed to a target audience and widely distributed. The project should be the focal point of your online portfolio. It should be an example of what you have learned during the program, and a project that makes a potential employer say, "I must hire this Loyola grad!"

You will produce a variety of written documents to accompany the project, including:

- A creative brief that outlines the idea, the target audience, hard data about why this target audience would be interested in this project, a detailed plan of how you will reach that audience, etc.
- A schedule of deadlines which you adhere to throughout the semester
- Extensive original research/interviews
- Pre-production documents specific to your project. These types of documents may include rough drafts, creative briefs, storyboards, wireframes, concept documents, scripts, interviews, etc.
- A final report that includes a bibliography, a detailed plan of distribution, any corresponding metrics proving the project reached your target audience, etc.

Formats:

The project must be:

- non-fiction
- fall under the umbrellas of journalism, advertising, public relations, and/or documentary work
- digital in nature

Course Policies

Absences and Tardiness:

We will not meet as a group every week. See the schedule below.

You are expected to be here, on time, when we do meet. These sessions are important. They will help you stay on track. We will also give each other feedback during these meetings.

 If you need to miss a class due to an illness or emergency, you need to:

1) notify me beforehand and explain your absence

2) provide documentation that explains your absence

It is up to my discretion to accept this documentation or not. If your excuse is valid and verified, you may make up whatever you missed. If you don't explain your absence, or provide documentation, and your excuse is not valid, your absence will not be excused and you cannot make up the work.   Missing class will result in lower scores in the areas of participation and professionalism.

Deadlines:

Once you enter the working world, you'll have to know how to organize your own schedule and develop your own goals. In this class, you'll be given a loose syllabus. It's up to you to develop your own readings, assignments, and goal posts.

25% of your project will be due at week 6. 50% will be due at week 10. The entire project will be due by the last class. The final report will be due by the end of the finals time.

In the past, students who waited until the last month to *really* start working on their capstone projects ended up with low quality, sub-par projects.

Faculty advisers:

I am the adviser of your Capstone, unless you think another faculty member could better assist you. Faculty members do not *have* to agree to serve as advisers, however. If you'd like another faculty member to work with you, approach him/her with:

- a clear summary of your project
- a statement explaining what specifically you'd like the faculty member to help you with
- expectations about how you'll consult with one another and when – in person, via email, etc.

Regardless of who your adviser is, you must still **turn in your projects to me** on the dates specified below.

Academic Dishonesty Policy:

Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students and the student will automatically receive a failing grade for the course.

Cheating on in-class assignments or any other work associated with this class will receive a similar punishment. As you know, plagiarism constitutes using another's words or ideas without acknowledgment.

I also consider it an act of dishonesty to turn in work for an assignment in this class that you produced for another class (any semester, any year). You must turn in original work. You can develop an idea you started in another class, but the work you produced related to this idea cannot be turned in as one of your projects for this class.

For all types of projects, no copyrighted material of any kind (including music) can be used without written permission from the copyright holder(s). All material must be properly sourced according to legal guidelines.

If you plan on using material you produced as part of a group project in another class, secure permission from your former group members.

Grading and Evaluation:

Your final grade will be determined in the following manner:

Proposal: 50 points (graded by me, even if I'm not your faculty advisor)

Final report: 50 points (graded by me, even if I'm not your faculty advisor)

25% of project: 150 points (graded by me)

50% of project: 150 points (graded by me)

Final project: 600 points (graded by your faculty advisor)

Process:

1.   Brainstorm an idea that fits the criteria outlined in the "professional project guidelines" document. Note that each student must complete a project that showcases his/her skills. While you can help one another, you cannot submit a group project.

2.   Develop a project proposal. The 2-3 page proposal should detail:

- The project idea in two to four sentences
- Its format (app, web site, video, podcasts, etc.)
- The intended audience using research found through Mosaic Interactive Guide (age, gender, goals, concerns, etc.)
- Examples of similar projects
- An explanation of why you think this is the intended audience, and why they'd be interested in your project
- A plan on where/how the project will be distributed and promoted through digital channels
- A schedule of deadlines that includes what you'll have finished by what date.

3.   During the semester, work with your advisor on the project itself. You should check in with your adviser weekly or biweekly to provide updates on your work, ask for advice, receive feedback and critiques, etc.

Note that this class does not meet every week. That is because you we are expecting you to spend the class time working on this project, meeting with your advisor, learning software, etc.

4.   During our last class, you will submit the project.

5. By the end of our final period, you'll email me a report outlining:

- Sources for facts (a bibliography)
- Contact information for anyone interviewed/consulted for the project
- How/where the project was distributed to the intended audience (**note you should have already done this by the end of the semester**)
- Methods undertaken to promote the project
- Any corresponding web metrics/proof of distribution

Syllabus for this class:

We will meet certain weeks to check in with one another on the progress of our projects, and learn from one another's successes and failures. We will help each other troubleshoot issues as they arise. During these classes, you will each be given

five minutes to show us the work you have completed by that date. You should always have something new to show.

January 18

Meet in group – how class works, brainstorming, Mosaic

Wednesday, January 25

Meet at Career Fair night: Resumes that Pop to the Top

4 – 6 p.m

Regents Hall | 16th Floor | Lewis Towers | 111 E. Pearson

Wednesday, Feb 1

Meet in group - Proposal due (email to Patty Lamberti and adviser)

Be prepared to discuss it in class

Wednesday, Feb 8

Independent work week

Wed, Feb 15

Private work time

Wednesday, Feb 22

25% of project due (send all work to Patty Lamberti and faculty adviser)

Meet in group to discuss

<u>Wednesday, March 1</u>

Private work week

<u>Wednesday, March 8</u>

No class - Spring Break

<u>Wednesday, March 15</u>

Private work

<u>Wednesday, March 22</u>

Meet in group – 50% of project due (send work to Patty Lamberti and faculty adviser)

<u>Wed, March 29</u>

Private work

<u>Wednesday, April 5</u>

Private work

<u>Wed, April 12</u>

In person meeting to show progress on Capstone projects. Be prepared to present your project thus far, and critique others.

<u>Wed, April 19</u>

Private Work

<u>Wednesday, April 26</u>

Capstone due. (Send all work to Patty Lamberti and faculty adviser)

 Be prepared to meet in class to view projects.

Final report due by start of final time.