

COMM356

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : COMM356 **Title :** Digital Communication and Media Design Principles

Length of Course : 8

Prerequisites : COMM300 **Credit Hours :** 3

Description

Course Description: This course is designed to introduce students to digital communication and media design principles and the dynamisms of communication in digital media. Students will cover many aspects of digital communication and media design principles: writing for digital media, visual communication, website, social media, and platform communication capabilities, communicating for organizations and individuals, crafting the narrative in digital media, establishing brand and presence, and flexibility with future technologies. Leadership and decision maker input will be covered in addition to the necessity of analytics and data to guide the scope and breadth of digital communication. (Prerequisite: COMM300)

Course Scope:

Objectives

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO2 Examine how web, mobile, and social media platforms visually communicate with audiences.

CO3 Categorize and differentiate the major web, mobile, and social media platforms and how they communicate with their target audiences.

CO4 Describe how data and analytics are used in driving digital communication.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

CO6 Explain and illustrate why digital communication and media design needs to be flexible and adapt to future technologies.

Outline

Week 1: THE MEDIUM IS THE MESSAGE

Learning Outcomes

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO3 Categorize and differentiate the major web, mobile, and social media platforms and how they communicate with their target audiences.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

Required Readings

Week 1 Reading & Resources

Week 1 Lesson

Assignment(s)

Week 1 Discussion

Week 2: NO "MESSAGE" IS AN ISLAND I

Learning Outcomes

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

Required Readings

Week 2 Reading & Resources

Week 2 Lesson

Assignment(s)

Week 2 Discussion

Week 3: NO "MESSAGE" IS AN ISLAND II

Learning Outcomes

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

CO6 Explain and illustrate why digital communication and media design needs to be flexible and adapt to future technologies.

Required Readings

Week 3 Reading & Resources

Week 3 Lesson

Assignments

Week 3 Assignment: APUS Digital Media Campaign Strategy

Week 4: IT'S NOT ME, IT'S YOU

Learning Outcomes

CO3 Categorize and differentiate the major web, mobile, and social media platforms and how they communicate with their target audiences.

CO4 Describe how data and analytics are used in driving digital communication.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

Required Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignment(s)

Week 4 Discussion

Week 5: STRONG VERBS, SHORT SENTENCES

Learning Outcomes

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO3 Categorize and differentiate the major web, mobile, and social media platforms and how they communicate with their target audiences

CO4 Describe how data and analytics are used in driving digital communication.

Required Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignments

Week 5 Discussion

Week 6: IT'S ALL GREEK TO ME

Learning Outcomes

CO4 Describe how data and analytics are used in driving digital communication

CO6 Explain and illustrate why digital communication and media design needs to be flexible and adapt to future technologies

Required Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignments

Week 6 Discussion

Week 7: MEASURE TWICE, WRITE ONCE

Learning Outcomes

CO4 Describe how data and analytics are used in driving digital communication

CO6 Explain and illustrate why digital communication and media design needs to be flexible and adapt to future technologies

Required Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignments

Week 7 Discussion

Week 7 Assignment: Executing the Digital Media Strategy

Week 8: LOOK GOOD, DO BETTER

Learning Outcomes

CO1 Explain and illustrate why writing for digital platforms takes careful planning and execution.

CO3 Categorize and differentiate the major web, mobile, and social media platforms and how they communicate with their target audiences.

CO5 Analyze and illustrate how organizations and individuals use digital communication to relay a unified narrative, presence, and brand.

Required Readings

Week 8 Reading & Resources

Week 8 Lesson

Assignments

Week 8 Discussion

Evaluation

Grading:

Name	Grade %
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Materials

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.

Author: No Author Specified

Publication Info:

ISBN: N/A

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the Communication program area.
- Please note that no formal citation style is graded in the Discussions--only attribution of sources (please see details regarding forum communication below).

Tutoring

[Tutor.com](http://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

School of Arts & Humanities Late Policy:

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments.

Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.

Turnitin:

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through “Messages” or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
- Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

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