

## COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
KOM5046	C	6	2020/2021	2022/2023

<b>Course type (compulsory or optional)</b>	Compulsory
<b>Course level (study cycle)</b>	Post-graduate
<b>Semester the course is delivered</b>	Spring Semester
<b>Face-to-face, distance or blended studies</b>	Mixed mode (blended studies: lecture and workshop sessions combined with distance learning and self-study options)

### Course title in Lithuanian

Naujos medijų dizaino technologijos

### Course title in English

Emerging Media Design Technologies

### Short course annotation in Lithuanian (up to 500 characters)

Šio kurso metu studijuojamos ir analizuojamos naujausios medijų dizaino technikos ir technologijos. Plačiame besikeičiančių, interaktyvių komunikacijos platformų kontekste analizuojami efektyvūs ir tikslingai fokusuoti skaitmeninio pasakojimo būdai ir technologinės (skaitmeninės, medijų dizaino) priemonės. Studentai išmoksta kaip planuoti, strateguoti, kurti, vystyti, dislokuoti ir testuoti komunikacijų dizaino kūrinius įvairiose, kompleksiskose hibridinėse skaitmeninėse platformose.

### Short course annotation in English (up to 500 characters)

In this course, media design techniques and technologies are studied and analyzed. Effective storytelling, interactive communication across the widest range of ever-changing communication platforms are identified as the greatest challenges in today's emerging media environment. Students will learn how to plan, develop, deploy, facilitate, and test communication designs and storytelling across hybrid digital platforms.

### Prerequisites for entering the course

Bachelor diploma, English language B2 level.

### Course aim

The aim of the course is to acquaint students with dynamic contexts of emerging media design technologies (also their social, cultural contexts), to teach students to anticipate, plan, implement effective communication methods, to apply design thinking strategies in real-life multimedia design applications and communications solutions.

### Links among study program outcomes, course outcomes, content, study and assessment methods

Program outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
<b>1. Conceptual and theoretical knowledge and competences:</b> 1.1. To explore and analyze developmental trends identified within contemporary journalism and emerging media and communications ecosystems; to review those in a broader transnational and political, economic, socio-cultural and historical perspective	Students gain knowledge and understanding of selected theoretical perspectives and conceptual definitions of emerging media design technologies, technological determinism and software society.	<b>Thematic topics here are formulated as critical inquiries:</b> How new media and digital technologies have changed during modern, postmodern and post postmodern times? How the new media technologies are changing/creating the structure and features of society? How new media technologies allow create new ways of hybrid communication? Why and how to use	Lectures, interactive workshops, self-study sessions	Opinion statements, essay writing, critical reflections
1.2. To evaluate transformations of contemporary media and communications	Students gain critical awareness and			

ecosystems in the context of accelerated globalization, digitalization and mediatization, analyzing content, audiences, technologies, organizations and media policies.	understanding how new media design technologies changed during modern, postmodern and post postmodern times.	a design thinking approach in designing efficient communication? How to engage audiences in two-way, interactive storytelling? How to create multimedia stories built for strategic communication? How to work in real-world situations with clients to develop compelling stories and content? How to apply emerging technology to support the design of storytelling?		
1.3. To understand the functions of journalism, as a structural element of the future media and communications ecosystems, and it's changing role and functions in a democratic – inclusive knowledge – society.				
<b>2. Analytical and research-based competences:</b> 2.1. To identify significant research questions in the field of journalism, media and communications, to initiate and manage scientific and applied research.	Students generate relevant research questions and support analysis of emerging media design technologies and their influences to sociocultural nature of society.		Lectures, interactive workshops, self-study sessions	Creative questioning, in-class discussions
2.3. To critically reflect on the research process and outcomes; to draw research-based conclusions and decisions.				
<b>3. Professional competences and skills:</b> 3.1. To demonstrate solid knowledge of systems of media regulation and self-regulation, cross-cultural differences and to pursue the principles of morality, social responsibility and human rights perspectives in journalism practice.	Students gain experience in proper ways of digital storytelling, in construction of interactive communication, application of emerging media design technologies in media strategies.		Lectures, interactive workshops, self-study sessions	Essay writing, product design
3.3. To experiment and critically explore how art and content creation in contemporary journalism are related to affordances offered by emerging media technologies (text, audio-visual, VR, AI).				
<b>4. Social skills:</b> 4.1. To apply effective communication skills in both, professional and personal areas.	Students try out different roles: screenwriter, media designer, technology expert, researcher,		Lectures, interactive workshops, self-study sessions	Collaborative working, in-class discussions

4.2. To demonstrate social empathy, responsibility and professionalism in decision-making.	resource planner, producer, and more.			
<b>5. Personal skills:</b> 5.1. To demonstrate critical and analytical thinking skills, news and media literacy competences.	Students analyze own works, created media products, compare them with real world multimedia products, analyze in the contexts of emerging media design technologies.		Lectures, interactive workshops, self-study sessions	Collaborative working, in-class discussions
5.2. To apply creative writing, storytelling, innovative thinking, project management, team-building and life-long learning skills.	Students defend the conceptual substantiations created, the creative decisions made, and the selected aspects of the application of emerging media design technologies.		Interactive workshops, poster sessions, self-study sessions	

#### Criteria of learning achievement evaluation

Analytical thinking, idea and research questions generation, authentic solutions, creative product design, in-class participation

#### Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online (remote) studies
Lectures	15	15
Seminars	15	0
Laboratory work	0	0
Practical assignments	0	15
Consultations	0	10
Individual student work	0	90
<b>Total:</b>	160	

#### Structure of cumulative score and value of its constituent parts

Final Grade (FG, 100%) = HW1 (opinion piece, 10%) + HW2 (essay, 15%) + MT (reflection, 15%) + HW3 (scenario, 10%) + E (product, 25% + reflection, 25%)

#### Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
<b>Basic materials</b>			
1.	2016	<i>Media, Culture and Society: An Introduction.</i> Sage publications.	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor & Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU library
2.	2015	Li X. <i>Emerging Media: Uses and Dynamics.</i> Routledge, NY.	
3.	2015	Floyd J. <i>Philosophy of Emerging Media: Understanding, Appreciation, Application.</i> Oxford Univ. PR.	
4.	2012	Couldry N. <i>Media, Society, World: Social Theory and Digital Media Practice.</i> Polity.	
5.	2015	Castells, M. <i>Networks of Outrage and Hope: Social Movements in the Internet Age.</i>	
6.	2013	Dijk V. <i>The Culture of Connectivity: A Critical History Of Social Media.</i> Oxford University press.	
7.	2014	Chadwick, A. <i>The Hybrid Media System.</i>	

			and reading rooms, and in the Department's teachers offices.
<b><i>Supplementary materials</i></b>			
An extensive list of additional readings and independent study support materials is provided in the designated course area on Moodle platform.			
<b>Course description designed by</b>			
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