

Technology Education Program

Rhode Island College
Feinstein School of Education and Human Development
Department of Educational Studies

FALL 2009

Course Syllabus

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- I **COURSE TITLE: TECH 326 Communication Systems
(3 Credits)**
CLASS HOURS: Wednesday 6-9
ROOM: WH 101

- II **PREREQUISITES:** None

- III **CLASS CONDUCT: *Communication Devices*** – Out of courtesy for other students and the instructor, please silence all communication devices (phones, pagers, and PDAs, etc.) during class time so that we may learn and work together without interruption. Also Ipods and other MP3 players are not permitted for use during class.

- IV **CATALOG DESCRIPTION:** Communication processes, systems, and their applications are examined. Study includes the technical processes used in developing, producing, delivering, and storing information in a technological society.

Rationale

Communication systems are experiencing a revolution. New and sophisticated systems have made it possible to communicate on a worldwide scale. Existing technological development has provided unique opportunities to communicate ideas. Communication has societal implications too. Communication influences the choices of the individual. It also has a powerful economic impact as we move through the Information Age. This course will introduce concepts related to communication systems. Special emphasis will be given to the development of ideas into messages, and the systems used to send and receive those messages.

- V **TEXT: (Required)**
Sanders, M. (1997). *Communication Technology: Today and Tomorrow*. NYC, NY: Glencoe/McGraw-Hill.

- VI **CLASS ATTENDANCE POLICY:**
Students should attend all class meetings and are responsible for all class work and assignments. At the beginning of each semester, instructors will distribute a syllabus, which may include attendance and/or

class participation as a component of the course grade. Students who are absent must take the initiative to determine from the instructor what course work can be made up. Students who are absent on the day of an examination should make every effort to call or e-mail the instructor before the scheduled test.

....All students who incur or anticipate an extended absence (five or more consecutive days or more) should call the Office of Student Life at 456 - 8061, so that notice (not an excuse) may be sent to instructors. (p. 38 RIC Student Handbook)

- **The policy of this class is that after the third absence the final grade will be dropped one letter grade.**
- **Six absences from this class will result in a final grade of (F).**
- **Absences are considered excused only when official documentation of the nature of the absence is supplied by the student. (i.e. attending physician's notice, court documents, obituaries, field trip memo)**
- **All exams and quizzes will be taken at the scheduled time. Make-up exams and quizzes may not be provided unless proper documentation is presented.**

Communication Devices: Out of courtesy for other students and the instructor, please silence all communication devices (phones and pagers, etc.) during class time so that we may learn and work together in an undisturbed atmosphere.

VI NECESSARY MATERIALS:

- 1 X-acto knife/Stanley Utility Knife (with replacement blades)
- 3 Sheets of foam core
- 1 Jar of Rubber Cement
- 1 Pad of Graph paper
- 1 Pad of Blank white paper
- 1 Compass
- 1 Ruler (English & metric)
- 1 Triangle 30° 60° 90°
- 1 Oval template
- 3 Thin tipped pens
- 3 Mechanical Pencils
- 1 Box of colored pencils
- 1 Box Colored markers
- 1 Jump Drive (Thumb Drive)
- 1 3 ring binder
- 2 rolls of ½" masking tape

There will be other consumable items that will need to be purchased/acquired during the duration of class. Some of the consumables that will be required and will need to be collected are: coat hangers, string (white), and cardboard.

A portfolio of some sort will be necessary to carry and protect your work. It is not needed to purchase a leather case. There are many, heavy duty cardboard cases available at most art stores and the RIC book store.

VII LABORATORY EXPERIENCES AND HOURS:

Although lecture is one of the main methods of instruction for this class, there will be also a variety of in class activities, as well as a number of activities which will require a few hours of outside work, usually 3 -6 hours per week. Open lab times will be available when arranged with the professor. The regularly scheduled class period will be reserved for lectures, demonstrations and other activities.

VIII COURSE OBJECTIVES:

Upon satisfactorily completing this course, the student will be able to:

1. define communication
2. identify the design process.
3. categorize communication systems.
4. produce sketches and renderings of ideas for printed messages.
5. analyze and use appropriate processes and systems to communicate a message.
6. design and create messages using a variety of media.
7. present information electronically.
8. describe and illustrate the historical evolution of communication systems.
9. describe the social, economic, political, ethical & environmental impacts of communication technology.
10. select and deliver communication content.

IX TENTATIVE TOPIC OUTLINE

- A. Introduction to the course
 - a. Overall goals/ background information
 - b. Basics of Graphic/ Visual Design
 - i. Elements of Design
 - ii. Principles of Design
 - c. Processes of communication
 - i. Encoding
 - ii. Transmitting
 - iii. Decoding
 - iv. Storing
 - v. Retrieving
 - d. Impacts / Consequences
- B. Trends
 - a. Multimedia
 - b. Market Assessment
 - c. Other
- C. Impacts
 - a. Economic
 - b. Social
 - c. Environmental
 - d. Political
- D. Desktop Publishing
 - a. Phototypesetting
 - b. Data Entry
 - c. Scanning
- E. Document Composition

- a. Image assembly- layout
- b. Software & output devices
- F. 3-D Design
 - a. Elements in a 3-D design
 - b. Design and layout of 3-D design
 - c. Modeling
 - d. Prototype models/ fabrication
 - e. Presentation
- G. Electronics in Communications
 - a. Evolution of Telecommunications
 - i. Historical timeline
 - b. Mass Media
 - c. Data Communication
 - i. Telephone
 - ii. Telegraph
 - iii. Computers
 - d. Program planning
 - i. Content idea
 - ii. Format
 - iii. Scripts
 - e. Systems (example: satellites)
- H. Electronic media- Multimedia
 - a. Production process
 - i. Storyboard development
 - ii. Scripting
 - iii. Production schedule
 - iv. Filming
 - v. Mixing
 - vi. Post-Production
- I. Electronic Media - Audio
 - a. Microphones
 - b. Techniques
 - c. Editing
 - d. Transmission
 - e. Output devices
 - f. Storing
- J. World Wide Web
 - a. Internet use & formats
 - b. Homepage development

X METHODS OF INSTRUCTION:

Instructional strategies to reinforce content will include:

- Lecture
- Individual reports/ presentations
- Individual projects
- Laboratory demonstrations
- Group interaction /Seminar
- Discussion / Question and Answer

XI EVALUATION:

Communication Systems

Final Grades

MID-TERM	10%
Final EXAM	10%
Electronic Portfolio	25%

Class Projects (these will be documented in your portfolio)	12%
Design Brief & Student pitch Oral Presentation	14%
Advertising campaign development project	16%
Design Brief with Prototype	13%
Total	100%

Final course grades are assigned on the basis of total points earned from exams, projects and attendance (which includes class participation). All points earned during the semester will be totaled and a percentage will be determined from the points earned. The final grade will be determined from the following percentages:

Grade Scale:

A	100% - 96%	C+	79% - 76%
A-	94% - 90%	C	75% - 71%
B +	89% - 86%	C-	70%
B	85% - 81%	D	69% - 60%
B-	80	F	59% or less

XII FINAL EXAM DATE:

When the examination schedule for RIC is posted, students will be notified of the date for the final exam.

XIII Selected Bibliographic Materials

Many of these and other texts can be found at:

International Technology Education Association. (2000). ***Standards for Technological Literacy: Content for the Study of Technology***. Reston, VA: International Technology Education Association.

Bray, J. (1995). ***The communications miracle: The Telecommunications Pioneers from Morse to the Information Superhighway***. New York : Plenum Press.

Grant, A. (1995). ***Communication Technology Update (4th edition)***. Boston, MA : Focal Press.

**Tentative Schedule
Wednesday 6:00-9:00**

TECH 326 Communication Systems

Fall 2009

Note: There will be required sketching activities and projects which will be given as well as reading assignments. Before each class please check <http://tech326.wikispaces.com> to print out handouts, and receive information about class.

Week #	Class Date	Topics/ Activities covers that week	Readings required for that week
1	9/2	Introduction to class Basics of Graphic/ Visual Design Principles/ Elements of Design Utilizing Principles of Design Assignment	Syllabus Misc. handouts/ PowerPoints
2	9/9	Information/ Communication Defined Bring Cardboard for this Class	pp. 16-30
3	9/16	Brainstorming & Ideation Layout Sequence Introduction to 3d Product Design (signage) Bring Foam Core to class	pp.46-59
4	9/23	The Design Process for Graphic Media Layout Sequence Requirements	pp. 282-297
5	9/30	Electronic Media Webpage Development & Wikisites Web searching & research The Web & Internet Basics of Website Design Wikisites & Website Demonstration- at Winman Junior High School	pp. 72-87
6	10/7	Changes in Communication Systems	pp. 30-45
7	10/14	Midterm	
8	10/21	Photoshop Demonstration- at Winman Junior High School	
9	10/28	Photoshop Workday — At Winman Junior High school Design brief Introduction	Handouts
10	11/4	Sketching/ Idea generation Package design Impact of Packaging Audience preferences/ impacts Product modeling	pp. 138-198 & Handouts
11	11/11	Veterans Day (Off)	

12	11/18	Communications Design Brief Due	
13	11/25	Audio & Electronic Media Flash Animation Demonstration- at Winman Junior High School	pp. 344
14	12/2	Video Production Introduction Storyboard development Scheduling production, reviewing script, production needs, time & deadlines, engineering plan, & rehearsal plan	pp. 210 Handout Handout
15	12/9	Student Pitch & Communications Design Brief	
16	12/11	Wikisite Communication Portfolio Due Bring in a paper copy of the pages, with the website link. Review for final exam	