Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: COMM 100 **Year: 2025-2026**

Course Title: Creating Online Media **Credit Hours: 3**

I. Course Description:

This course introduces students to the fundamentals of producing online media. The creation and positioning of web sites, online reporting and writing skills, and incorporating audio, video, and graphics in story development will be emphasized. Fundamental journalism skills such as identifying news, reporting and verifying information, and writing with rigor and accuracy will also be emphasized. Other topics covered include basic HTML and website design, legal and ethical problems emerging in online media, and copyright and intellectual property laws related to digital media. Prerequisites: Prior completion of, or concurrent enrollment in, ENGL 100. 3 Cr. (3 Lec.) Fall and spring semesters.

II. Additional Course Information:

1. This is an introductory course designed to be taken in the first semester of the Communication and Media Arts and Broadcast Production programs. It may be used as an Unrestricted Elective in other degree programs.
2. Anyone who would like to improve their webpage writing and design skills would benefit from the course.

III. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain basic concepts and issues surrounding digital, online, and social media
2. Plan and create a basic website that is accessible, focused, and includes appropriate content
3. Apply basic journalistic skills to online media

IV. Tompkins Cortland General Education Goals & SUNY Competencies

☒ Critical thinking

Students will create a basic website. Students apply knowledge gained from lectures, readings, and web searches to help them make informed decisions about planning and developing a website. In addition, students will develop problem-solving skills such as team building, effective collaboration and creative brainstorming as they complete hands-on course projects. Students will be critiqued on their writing and design work. They will work in groups and will be collaborating on project development.

☒ Social/Global Awareness

Students explore creative works in art, music, and literature as possible sources of online content. The student websites are open to anyone. Therefore, much time will be spent on appropriateness, and legal and ethical issues and consequences.

☒ Information Management

Students will work with computers using basic and more advanced research to locate, evaluate, and synthesize information from a variety of sources in order to create webpages and accessible websites for non-profit and news organizations.

☐ This course does not address any of the above Goals/Competencies.

V. Essential Topics/Themes

1. Searching and evaluating websites
2. History of the Internet
3. Internet terms
4. HTML: how to create documents (home page, resume, and a website) using Hypertext Markup Language
5. Using a Web editor to create a Web page
6. Creating a source book (a list of sites useful to one's career)
7. Planning and creating a website (including design concepts of online sites)
8. Legal and ethical issues
9. Writing news stories
10. Understanding plagiarism, libel, slander, and objectivity in news coverage

VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Tests	0-20%
2. Final Exam	0-20%
3. Group projects	20 -30%
4. Individual projects	40-50%
5. Attendance and participation	10-20%

VII. Texts – REQUIRED

1. Instructor-developed content that is freely available in the course.
2. *Journalism 2.0*, Briggs, Mark. 2007. (Openly licensed and provided for free in the course. Inexpensive print copies are also available through the College bookstore.)

VIII. Bibliography – none provided

IX. Other Learning Resources

Audiovisual
None specified

Electronic
1. Web development software Adobe Dreamweaver is installed on lab computers.
2. Links to free software such as Microsoft Expression Web 4 are provided within the course.
3. Internet Advertising Bureau. https://www.iab.com/
4. The Poynter Institute for Media Studies. http://www.poynter.org .

Other
None specified

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers, creating videos and websites, and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.*
Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.
Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.