

DES M135: SOCIAL MEDIA DESIGN

Originator

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College

Moorpark College

Attach Support Documentation (as needed)

DRAFT DMGR-120X.docx

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M135

Course Title (CB02)

Social Media Design

Banner/Short Title

Social Media Design

Credit Type

Credit

Honors

No

Start Term

Fall 2022

Catalog Course Description

Introduces the tools, techniques, and the strategies for visual communication across the social media channels. Explores the creation of solutions to clearly communicate visual messages online. Emphasizes creative problem solving and strategies as applied to social media design.

Taxonomy of Programs (TOP) Code (CB03)

0614.00 - *Digital Media

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity**Laboratory****Minimum Contact/In-Class Laboratory Hours**

52.5

Maximum Contact/In-Class Laboratory Hours

52.5

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

Total Maximum Contact/In-Class Hours

87.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

Maximum Outside-of-Class Hours

70

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Description

Other (specify)

Specify Other Requisite Description

This course uses computers so this basic knowledge in using computers is recommended.

Level of Scrutiny/Justification

Other (specify)

Specify Other Level of Scrutiny/Justification

This knowledge will help with students' success in the course and quicker comprehension of course material.

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | demonstrate content creation for various social media platforms. |
| 2 | apply principles of design on various social media platforms. |
| 3 | demonstrate knowledge of the role of social media in a variety of social issues. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | define the purpose and features of different types of social media. |
| 2 | compare the social media tools for design and content management. |
| 3 | properly utilize terminology including keyword and categories in order to improve the ability of others to find their social media content. |
| 4 | analyze the security and privacy features of social media sites. |
| 5 | evaluate the usage of crowdsourcing in order to create community involvement. |
| 6 | analyze trends of usage of social media sites. |
| 7 | analyze the impact of social media on society. |
| 8 | work in a team environment to create a social media plan case study. |
| 9 | analyze critically the personal and professional ramifications of information placed on social media. |

Course Content**Lecture/Course Content**

(5%) 1. What is social media? What is a social network?

(10%) 2. Strategic use of social media

(5%) 3. Managing social media communications and planning cycle

(5%) 4. Content marketing

(5%) 5. Advertising on social media platforms vs. other forms of digital advertising

(5%) 6. What does being 'viral' mean?

(10%) 7. Marketing research using social media

(5%) 8. Developing and launching new products

(10%) 9. Brand identity

- creating a brand identity and launching it online
- designing a logo, choosing colors and fonts,
- writing a voice statement and a style guide
- branding several pieces of promotional materials
- photographing the branded pieces
- using the photographs to design and brand the social media channels

(10%) 10. Social media posts

- creating visuals and captions for multiple posts on two different channels
- creating the posts that bring value to a specific audience
- creating successful content strategy that uses multiple tweets or updates to connect with an audience (ne tweet or update is not sufficient)

(10%) 11. Branded videos

- creating a branded video in the voice of the brand
- using the logo at the end ("sponsored by")

- showing a piece of promotional materials you mocked up as brand placement.

(10%) 12. Paid Ad

- creating and implementing a Paid Advertising Campaign on at least three social media channels. Your visuals and copy for the ads must be made from scratch during this project.

(10%) 13. Social identity

- pitching an idea for an educational or informative content marketing campaign to a new client
- writing the creative brief and planning for the first piece of content (the creative brief includes Background & Overview, Production Timeline, and The Pitch)

Laboratory or Activity Content

(40%) 1. Social media design projects such as brand identity, social media posts, paid ads and social identity projects.

(10%) 2. Critiques of design projects

(30%) 3. Exercises focusing on tools and techniques

(20%) 4. Individual and collaborative branded video projects

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Graphic/architectural designs

Individual projects

Portfolios

Skills demonstrations

Written homework

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations

Case studies

Class activities

Class discussions

Demonstrations

Distance Education

Group discussions

Instructor-guided interpretation and analysis

Instructor-guided use of technology

Internet research

Lecture

Readings

Web-based presentations

Describe specific examples of the methods the instructor will use:

1. Computer-aided presentation and lecture about the historical evolution of advertisement.

2. Case study and the class discussion about the historical and contemporary examples of branding.

3. Demonstration on creating non-destructive images in Photoshop and incorporating the product being advertised.

Representative Course Assignments

Writing Assignments

1. Develop an original social media post to bring an idea to a specific audience.

2. Write copy for the series of ads to bring product value to a specific target audience.

3. Find an example of meaningful and relevant social media content. Describe what the piece is, who created it, and why you like it.

Critical Thinking Assignments

1. Analyze examples of contemporary social media in the context of societal and cultural concerns.

2. Compare and contrast historical ads with the ads of contemporary designers.

3. Identify and discuss the effectiveness of the color harmonies used by your peers.

Reading Assignments

1. Read the "The Other Fake News" chapter from Sara Frier (2020) No Filter: The Inside Story of Instagram in preparation for class discussions about how Instagram reached that level of influence through the business of manufacturing coolness.
2. Read selected magazine articles in preparation for class discussions about the future of social media.

Skills Demonstrations

1. Export an image from RAW format to PSD, JPG, and PNG in the accurate file size and image resolution
2. Create vector-based logo using the basic shapes in Illustrator.

Outside Assignments**Representative Outside Assignments**

1. Explore an environment with a camera; retouch and improve the photographs.
2. Produce thumbnail sketches for banner ads and detailed storyboards for motion graphics.

Articulation**C-ID Descriptor Number**

DMGR-120X

Status

Aligned

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
Cal Poly San Luis Obispo	GRC 220	Introduction to Applied Social Media in Graphic Communication	2

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Fresno City College	GRC 55	Social Media Design	2
Victor Valley College	CART 182	Social Media Communication Design	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F2022

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Classic Textbook

Yes

DescriptionHyder, Shama. *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue*. BenBella Books, 2016.**Resource Type**

Textbook

Classic Textbook

No

DescriptionKerpen, Dave, Michelle Greenbaum, and Rob Berk. *Likeable Social Media: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter. 3rd ed.*, McGraw-Hill Education, 2019.**Resource Type**

Textbook

Classic Textbook

No

DescriptionConnors, K. *Social Media Marketing: Leverage the Power of the Internet to Grow Your Business*. Independently published, 2020.

Resource Type

Websites

Description

Skillshare (<https://www.skillshare.com/>)
 Coursera (<https://www.coursera.org/>)
 Codecademy (<https://www.codecademy.com/>)
 and other training & tutorial video resources

Library Resources**Assignments requiring library resources**

Research using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to research and create a presentation on contemporary social media's cultural and social impact.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (1%–50% online)
 Hybrid (51%–99% online)
 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.

Other DE (e.g., recorded lectures) The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

GRAPHIC ARTS

Additional Minimum Qualifications

Minimum Qualifications

Multimedia

Review and Approval Dates

Department Chair

05/05/2021

Dean

05/05/2021

Technical Review

09/16/2021

Curriculum Committee

10/19/2021

DTRW-I

10/28/2021

Curriculum Committee

MM/DD/YYYY

Board

12/14/2021

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY