

Media Innovation

The current model of journalism as a profession and as a form of information sharing among members of a community is being dramatically altered by new technologies, audience demands and changing economic influences. As future journalists and consumers of the journalistic work done by others, you have an important stake in the changes now underway. You also have the potential to dramatically influence the future of media through your development of strategies for continuing the function of journalism as a significant element of our society.



Media has undergone significant change many times before. Each time, these changes were the result of innovative thinking and the creative application of new ideas to bring the important elements of journalism to bear in a new media environment.

The primary goal of this class is to challenge you to identify ways to carry forward the critical aspects of journalism that should be part of a future media environment. By studying the concepts of innovation, entrepreneurship and the information needs of multiple audiences, you will be able to work together with your classmates to develop strategies for new media enterprises suitable for implementation in the immediate future.

The course will require you to integrate principles, theories and methods learned in other journalism courses through a professional learning experience. The course will also introduce you to entrepreneurial practices and critical thinking in a collaborative, small-group news laboratory.

Learning Outcomes and Challenges

As students in this class, you will innovate new strategies for delivering information to specific audiences, create the technology and techniques for new media products, and/or develop solutions to significant challenges facing the media profession today and in the future. To meet these outcomes, you will demonstrate the following:

Adaptability: Uses critical analysis and creative thinking, and adapts professional skills to deal with changes and challenges within the media profession or communication organizations.

Practical Research: Identifies problems and opportunities facing the profession, and develops strategies to research and propose possible solutions to meet audience needs.

Collaborative application: Teams successfully with peers and other stakeholders to propose, produce and present new and meaningful content, product or service for a media audience.

Technology integration: Understands and uses existing and/or emerging technology in producing a final project.

Course objectives

Your learning success in this course will be measured by your ability to:

- Determine audience/client characteristics and establish criteria for determining their information/media needs
- Organize into functional work groups that take advantage of the strength of collaboration and shared responsibilities
- Understand leadership functions and create constructive project management techniques
- Establish comprehensive best practice procedures and apply these to the methodical definition and completion of the course project
- Create innovative solutions to meet the identified needs of the project
- Demonstrate the conceptual and technical skills necessary to produce innovative multiple media solutions
- Recognize and apply professional standards and ethics to specific media situations

Phases of this course

Part One – Foundation: Learning how to innovate for yourself and others

This part of the course will focus on the exploration of the Ice House Entrepreneurship strategy and its application in building a FOUNDATION on which to better understand the problems and opportunities facing the media professional.

Part Two – Synthesis: Applying the knowledge you have to solve important media problem(s)

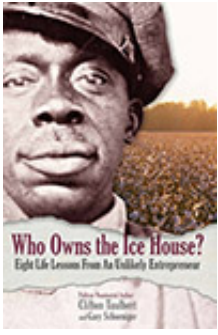
During this critical section of the course, students will attempt to answer the following question: “What is the future, and we’re not afraid of it, are we?”

The primary goal of this inquiry is to bring focus to our exploration of what lies ahead in the fast-changing media world. Students will broaden their understanding of the media marketplace – both at the macro and micro levels – and establish the relationships between content, production, marketing, revenue, and branding.

Teams will be assigned to EXPLORE an opportunity for creative application of knowledge and skills to solve problems identified or take advantage of new communication models. Teams will develop projects and present completed work.

Through a SYNTHESIS of all learning from this course and previous studies, student teams will complete their proposed creative projects with presentations to appropriate constituents the final week of the semester. Working in an incubator environment the teams will end this portion of the semester by pitching a project idea to complete during the final part of the term

Required Textbook



Who Owns the Ice House?

Eight Life Lessons from an Unlikely Entrepreneur

Copyright 2010 Clifton Taulbert and Gary Schoeniger

ELI Press, LLC ISBN 978-0-9713059-1-5

Required Subscription

Ice House Student Materials - ELLmindset - Information provided in class

This is the schedule for our class meetings. It is subject to change as course progress dictates.

Week	Date	Activities	Homework
<p>Week 1:</p> <p>The Power to Choose</p>	<p>Monday</p> <p>Aug. 21</p> <p>Class Session 1</p>	<p>Preparation for Today:</p> <p>Lesson 1: Recognizing Opportunities</p> <p>Purchase book</p> <ul style="list-style-type: none"> • Read preface, Introduction and Chapter 1- <i>Who Owns the Ice House?</i> • Complete Introduction Reflection Assignment- Initial Personal Vision Statement • View Lesson 1 – The Power to Choose – Video (47:21). Take notes. • Submit 1- 2 questions/discussion topics before class • Complete 100 word response to 1 of 4 prompts • Complete Lesson 1 - Multiple Choice Assessment 	
	<p>Wednesday</p> <p>Aug. 23</p>	<p>Preparation for Today:</p>	<p>Complete Lesson 1 - Application Assignment</p>

	Class Session 2	<p>Today's Lesson:</p> <ul style="list-style-type: none"> • Review and discuss Introduction and Lesson 1 video concepts • Use student-generated questions and responses to prompt discussion • Facilitator-generated discussion • Review pre-selected video clips, tie back to overarching questions • Discuss homework expectations 	Complete Lesson 1 - Reflection Assignment
<p>Week 2:</p> <p>Recognizing Opportunities</p>	<p>Monday</p> <p>Aug. 28</p> <p>Class Session 3</p>	<p>Preparation for Today:</p> <p>Lesson 2: Recognizing Opportunities</p> <ul style="list-style-type: none"> • Read Chapter 2 - <i>Who Owns the Ice House?</i> • View Lesson 2 – Recognizing Opportunities – Video, Part 1 and Lesson 2 – Recognizing Opportunities – Video, Part 2 (27:27, 30:46). Take notes. • Submit 1- 2 questions/discussion topics before class • Complete 100 word response to 1 of 4 prompts • Complete Lesson 2, Part 1 and Part 2 - Multiple Choice Assessments 	
		<p>Today's Lesson:</p> <p>Review and discuss Lesson 2 video concepts</p> <p>Use student-generated questions and responses to prompt discussion.</p> <p>Facilitator-generated discussion</p> <p>Review pre-selected video clips, tie back to overarching questions, student success</p> <p>Discuss homework expectations – Lesson 2 - Application Assignment</p>	
	<p>Wednesday</p> <p>Aug. 30</p>	<p>Preparation for Today:</p> <p>Complete Lesson 2 - Application Assignment</p>	Complete Lesson 2 - Reflection Assignment

	<p>Class Session 4</p>	<p>Read PDF description: "Introduction to the Opportunity Discovery Process"</p> <hr/> <p>Today's Lesson:</p> <p>Discuss Lesson 2 Application Assignment</p> <p>Introduce Opportunity Discovery Canvas</p> <p>Students divide themselves into canvas groups (2-4 per group) based on ideas - problems to be solved</p> <p>Groups complete first "rough sketch" of canvas before the end of class.</p>	
<p>Week 3:</p> <p>Ideas into Action</p>	<p>Monday</p> <p>Sept. 4</p>	<p>LABOR DAY HOLIDAY - NO CLASS ACTIVITES</p>	
	<p>Wednesday</p> <p>Sept. 6</p> <p>Class Sessions 5 and 6</p>	<p>Preparation for Today:</p> <p>Lesson 3: Ideas Into Action</p> <p>Read Chapter 3 - <i>Who Owns the Ice House?</i></p> <p>View Lesson 3 – Ideas Into Action – Video, Part 1 and Lesson 3 – Ideas Into Action – Video, Part 2 (33:38, 36:34). Take notes.</p> <p>Submit 1- 2 questions/discussion topics before class</p> <p>Complete 100 word response to 1 of 4 prompts</p> <p>Complete Lesson 3, Part 1 and Part 2 - Multiple Choice Assessments</p>	<p>Complete Lesson 3 - Application Assignment.</p> <p>Be prepared to discuss canvas in groups.</p> <p>Discuss Lesson 3 - Application Assignment - Peer Workshop #1. Informal student discussion of out-of-the-building canvas experience. Talk about canvas process - challenges, unexpected obstacles and opportunities.</p> <p>Optional: guest speaker</p> <p>Complete Lesson 3 - Reflection</p>
<p>Today's Lesson:</p> <p>Review and discuss Lesson 3 video concepts</p> <p>Use student-generated questions and responses to prompt discussion</p> <p>Facilitator-generated discussion</p> <p>Review pre-selected video clips, tie back to overarching questions, student success</p>			

		<p>Discuss homework expectations - Lesson 3 - Application Assignment</p>	<p>Assignment</p>
<p>Week 4:</p> <p>Pursuit of Knowledge</p>	<p>Monday</p> <p>Sept. 11</p> <p>Class Session 7</p>	<p>Preparation for Today:</p> <p>Lesson 4: Pursuit of Knowledge</p> <p>Read Chapter 4 - <i>Who Owns the Ice House?</i></p> <p>View Lesson 4- Pursuit of Knowledge - Video, Part 1 and Lesson 4 – Pursuit of Knowledge – Video, Part 2 (38:04, 24:59). Take notes.</p> <p>Submit 1- 2 questions/discussion topics before class</p> <p>Complete 100 word response to 1 of 4 prompts</p> <p>Complete Lesson 4, Part 1 and Part 2 - Multiple Choice Assessments</p> <hr/> <p>Today's Lesson:</p> <p>Review and discuss Lesson 4 video concepts</p> <p>Use student-generated questions and responses to prompt discussion</p> <p>Facilitator-generated discussion</p> <p>Review pre-selected video clips, tie back to overarching questions, student success</p> <p>Discuss homework expectations – Lesson 4 - Application Assignment</p>	
	<p>Wednesday</p> <p>Sept. 13</p> <p>Class Session 8</p>	<p>Preparation for Today:</p> <p>Complete Lesson 4 - Application Assignment.</p> <p>Be prepared to discuss newest version of canvas in groups.</p> <hr/> <p>Today's Lesson:</p>	<p>Complete Lesson 4 - Reflection Assignment</p>

Discuss Lesson 4 - Application Assignment - **Peer Workshop #2**. Informal student discussion of out-of-the-building canvas experience. Talk about canvas process - challenges, unexpected obstacles and opportunities.

Optional: guest speaker

Week 5:

Creating Wealth

Preparation for Today:

Lesson 5: Creating Wealth

Read Chapter 5 - *Who Owns the Ice House?*

View Lesson 5 – Creating Wealth - Video, Part 1 and Lesson 5 – Creating Wealth – Video, Part 2 (41:12, 20:17). Take notes.

Submit 1- 2 questions/discussion topics before class

Complete 100 word response to 1 of 4 prompts

Complete Lesson 5, Part 1 and Part 2 - Multiple Choice Assessments

Monday

Sept. 18

Class Session 9

Today's Lesson:

Review and discuss Lesson 5 video concepts

Use student-generated questions and responses to prompt discussion

Facilitator-generated discussion

Review pre-selected video clips, tie back to overarching questions, student success

Discuss homework expectations – Lesson 5 - Application Assignment

Complete Lesson 5

Wednesday

Sept. 20

Class Session 10

Preparation for Today:

Complete Lesson 5 - Application Assignment.

Be prepared to discuss newest version of canvas in groups.

Today's Lesson:

Discuss Lesson 5 - Application Assignment - **Peer Workshop #3**. Informal student discussion of out-of-the-building canvas experience. Talk about canvas process - challenges, unexpected obstacles and opportunities.

Optional: Guest speaker

Week 6:

Building Your Brand

Monday

Sept. 25

Class Session 11

Preparation for Today:

Lesson 6: Building your Brand

Read Chapter 6 - *Who Owns the Ice House?*

View Lesson 6 – Building Your Brand - Video, Part 1 and Lesson 6 – Building Your Brand – Video, Part 2 (25:51, 29:26). Take notes.

Submit 1- 2 questions/discussion topics before class

Complete 100 word response to 1 of 4 prompts

Complete Lesson 6, Part 1 and Part 2 - Multiple Choice Assessments

Today's Lesson:

- Review and discuss Lesson 6 video concepts
- Use student-generated questions and responses to prompt discussion
- Facilitator-generated discussion
- Review pre-selected video clips, tie back to overarching questions, student success

		<p>Discuss homework expectations - Lesson 6 - Application Assignment</p>	
	<p>Wednesday Sept. 27 Class Session 12</p>	<p>Preparation for Today:</p> <p>Complete Lesson 6 - Application Assignment.</p> <p>Be prepared to discuss newest version of canvas in groups.</p> <hr/> <p>Today's Lesson:</p> <p>Discuss Lesson 6 - Application Assignment - Peer Workshop #4. Informal student discussion of out-of-the-building canvas experience. Talk about canvas process - challenges, unexpected obstacles and opportunities.</p> <p>Optional: guest speaker</p>	<p>Complete Lesson 6 - Reflection Assignment</p>
<p>Week 7: Creating Community</p>	<p>Monday Oct. 2 Class Session 13</p>	<p>Preparation for Today:</p> <p>Lesson 7: Creating Community</p> <p>Read Chapter 7 - <i>Who Owns the Ice House?</i></p> <p>View Lesson 7 – Creating Community - Video, Part 1 and Lesson 7 – Creating Community – Video, Part 2 (52:25, 36:33). Take notes.</p> <p>Submit 1- 2 questions/discussion topics before class</p> <p>Complete 100 word response to 1 of 4 prompts</p> <p>Complete Lesson 7, Part 1 and Part 2 - Multiple Choice Assessments</p> <hr/> <p>Today's Lesson:</p>	

		<p>Review and discuss Lesson 7 video concepts</p> <p>Use student-generated questions and responses to prompt discussion</p> <p>Facilitator-generated discussion</p> <p>Review pre-selected video clips, tie back to overarching questions, student success</p> <p>Discuss homework expectations - Lesson 7 - Application Assignment</p>	
	<p>Wednesday</p> <p>Oct. 4</p> <p>Class Session 14</p>	<p>Preparation for Wednesday:</p> <p>Complete Lesson 7 - Application Assignment.</p> <p>Be prepared to discuss newest version of canvas in groups.</p> <hr/> <p>Today's Lesson:</p> <p>Discuss Lesson 7 - Application Assignment - Peer Workshop #5. Informal student discussion of out-of-the-building canvas experience. Talk about canvas process - challenges, unexpected obstacles and opportunities.</p> <p>Facilitator introduces final canvas presentation assignment and final Personal Vision Statement & Ice House Analysis essay assignment.</p> <p>Optional: guest speaker</p>	<p>Complete Lesson 7 - Reflection Assignment</p> <p>Begin preparing for final canvas presentations</p>
<p>Week 8:</p> <p>The Power of Persistence</p>	<p>Monday</p> <p>Oct. 9</p> <p>Class Session 15</p>	<p>Preparation for Monday:</p> <p>Lesson 8: The Power of Persistence</p> <p>Read Chapter 8 - <i>Who Owns the Ice House?</i></p> <p>View Lesson 8 – Power of Persistence - Video, Part 1 and Lesson 8 – Power of Persistence –</p>	

Video, Part 2 (48:14, 54:10). Take notes.

Submit 1- 2 questions/discussion topics before class

Complete 100 word response to 1 of 4 prompts

Complete Lesson 8, Part 1 - Multiple Choice Assessments

Today's Lesson:

Review and discuss Lesson 8 video concepts

Use student-generated questions and responses to prompt discussion

Facilitator-generated discussion

Review pre-selected video clips, tie back to overarching questions, student success

Discuss homework expectations - Lesson 8 - Application Assignment: interview an entrepreneur and document his/her entrepreneurial journey in the canvas.

Wednesday

Oct. 11

Class
Session 16

Preparation for Wednesday:

Complete Lesson 8 - Application Assignment

Complete Lesson 8 - Reflection Assignment

Prepare for final canvas presentations

Complete Personal Vision Statement & Ice House Analysis essay

Complete outgoing student survey

Today's Lesson:

Optional: Discuss Lesson 8 - Application Assignment. Talk about entrepreneurs interviewed – connect to student canvas process.

Final Presentations

Final group canvas presentations. Discuss post-course next action steps for each group.

		<p>Invite entrepreneurs, family members, etc. to view presentations.</p> <p>Course conclusion: Review course content and future student goals – tie back to student success factors.</p> <p>Optional: Share progress on Personal Vision Statement & Ice House Analysis essay.</p>	
9	<p>Monday Oct.16</p>	FALL BREAK - NO CLASS ACTIVITIES	
	<p>Wednesday Oct. 18</p>	<p>Preparation for Wednesday:</p>	
10	<p>Monday Oct. 23</p>	<p>Collaboration, project management. Discuss: Our Iceberg is Melting</p>	
	<p>Wednesday Oct. 24</p>	<p>“What is a Pitch, and why is it so important?” Proposals Due</p>	
11	<p>Monday Oct. 30</p>	<p>Innovating for real people LOOKING, UNDERSTANDING, MAKING</p>	
	<p>Wednesday Nov. 1</p>	<p>UNDERSTANDING: People, Patterns, Problem Solving</p> <p>Determining stakeholders and their needs</p> <p>Identification of importance or difficulty of project aspects</p>	

12	Monday Nov. 6	MAKING: Sketching, Storyboarding, Wireframing Using Balsamiq Mockup software Using Balsamiq Mockup software	
	Wednesday Nov. 8	Making a concept poster	
13	Monday Nov. 13	Pitch 1 and critiques	
	Wednesday Nov. 15	“Accelerators, Incubators and Connecting With the Community” Read: How to Manage It & Measure It - PDF in "Resources"	
14	Monday Nov. 20	Seeing What's Next: Using Theories of Innovation to Predict Industry Change The Diffusion of Innovation - the adoption of new ideas, media, etc. Read: Diffusion of Innovation Theory - PDF in "Resources"	
	Wednesday Nov. 22	THANKSGIVING BREAK - NO CLASS ACTIVITIES	
15	Monday Nov. 27	Final project production - Team Meetings with instructor	
	Wednesday Nov. 29	Final project production - Team Meetings with instructor	

16	Monday Dec. 4	FINAL PROJECTS DUE	