

Course Outline

Course: DG 8009 - Directed Studies

Date/Time: Winter 2021

Virtual Location: TBD

Supervising Instructor: Diana Varma

Instructor Email: diana.varma@ryerson.ca

Directed Studies Course Description:

This course is available to graduate students who wish to gain knowledge in a specific area for which no graduate-level courses are available. The course is taken under the guidance of a faculty member, and students are required to present a formal report, or take a formal examination, at the end of the course. The program of study must be approved by the supervising faculty member and the program director at the beginning of the term of study. (From MDM course outline)

Within this directed study, students are expected to research, analyze and document the 2020-2021 virtual learning reality in a digital medium. Building from this foundation, the students should be able to effectively communicate the digital learning climate in an engaging, professional manner. This project based course focuses on developing, executing and releasing a podcast that meets industry standards.

Course Objectives (learning objectives):

Upon the completion of this directed study, the student will be able to develop, execute, and release a podcast that meets industry standards.

- **Develop**
 - Applying audience and landscape research to brand development and topic research to produce valid documentation
 - Outline industry standard tagging methods to be applied on each episode release to gain audience traction
- **Execute**
 - Identifying guest research and how to incorporate the research when integrating into podcast format to create seamless and organic conversation.
 - Be able to record and edit a podcast to industry standard using the correct equipment
- **Release**

- Releasing episodes accredited platforms with appropriate posting requirements to industry standards.

Course Overview:

Readings

Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling by Eric Nuzum

Introduction to Podcast Technology: Discover the essential tools and techniques you need to record, produce and launch your podcast by David Power

Evaluation and Expectations/Requirements:

Market and Production Research - 15% (due in week 2, Jan 26)

Development of brand/social media/image - 15% (due in week 4, Feb 9)

Topic research for 3 episodes - 20% (due in week 6, Mar 2)

Midway self-reflection/feedback - 10% (due week 8 after first episode release, Mar 16)

Podcasts 1-3 - 30% (includes recording, editing, releasing) (release in weeks 7, 9, 11, Mar 9, 23, Apr 6)

Final self-reflection/feedback - 10% (due in week 12, Apr 13)

Assignments:

Market and Production Research - 15%

The students will write one 8 page report on the current market climate within the genre of podcasting decided. Assignment completed and marked as a team. The report will include:

- Audience Research
 - Customer persona
- Landscape Research
 - Determining platform
- Why they would listen
- Equipment Required
 - Recording Software, ie social distanced options
- Release schedule
- Release Hosting Service
 - Compare and contrast costs
- Editing Software required
- Brand Development
 - Website
 - Podcast cover
 - Social Media

- Search Engine Optimization
- Adds
- Revenue Optimization

Development of Brand/Social Media/Images - 15%

The students will submit 2 images and a 3 page written statement. Assignment completed and marked as a team.

- Podcast Cover
- Logo
- Branding Guidelines
 - Tagging for posting podcasts on Youtube (must), Apple Podcasts (?) and Spotify (?)
 - Including social media caption format and tags used in posting
- Messaging such as bios for platforms
- Description format for episodes

Topic Research - 20%

Topic research will be broken down into 3 documents, one for each episode. Assignment completed and marked as a team. Within each document will include:

- Topic overview
- Roadmap for episode
- Stats and facts about the topic
- Speaker notes for hosts
- Guest research including Bio
- Background research
- Overall goal for the episode

Midway Individual Self reflection and feedback- 10%

500 words for mid reflection. Completed individually. Reflecting on process, information gathered and next steps.

Podcast - 30%

Recording, editing and releasing podcast:

- Doing the recording of each episode
- The act of editing a podcast
- The act of releasing a podcast

Final Individual Self Reflection and Feedback - 10%

750-1000 words for end of semester reflection. Completed individually.

Schedule:

Tentative Weekly Schedule

Week	Topic	Assignments/Due Dates
1. Jan 19	Market Research and Production Research	
2. Jan 26	Market Research and Production Research	Market and Production Research - 15%
3. Feb 2	Brand, social media and image development	
4. Feb 9	Brand, social media and image development	Development of brand/social media/image - 15%
5. Feb 23	Topic Discussion.	
6. Mar 2	Record First Episode	Topic research for 3 episodes - 20%
7. Mar 9	Edit/Critique of First Episode - Reflection/ and Release	Podcasts 1-3 - 30%
8. Mar 16	Record Second Episode	Midway self-reflection/feedback - 10%
9. Mar 23	Edit and release of second	Podcasts 1-3 - 30%
10. Mar 30	Record Third Episode	
11. Apr 6	Edit and release of third	Podcasts 1-3 - 30%
12. Apr 13	Wrap Up - final reflection and feedback	Final self-reflection/feedback - 10%

Academic Policies:

Instructors and graduate students are required to adhere to all relevant University policies, including those related to courses and research. All policies can be found at:

<http://www.ryerson.ca/senate/policies>

Policy on plagiarism in the Ryerson University Code of Academic Conduct:

<http://www.ryerson.ca/senate/policies/pol60.pdf>

Plagiarism is defined in the policy as “claiming the words, ideas, artistry, drawings, images or data of another person as if they were your own.” There are many different types of plagiarism, including but not limited to:

- purchasing an essay;
- using work from a website, book, article, text without citation or with incorrect citation;
- making minor changes to an author’s words or style and then presenting the material as your own;
- reusing work you have already submitted;
- omitting quotation marks;
- paraphrasing too close to the original work;
- working with another student but failing to credit that student on the final product; and
- having a third party re-write or edit your work.

Students should be encouraged to inquire if in doubt.

Other policies include, but are not limited to, the following:

Academic accommodation of students with disabilities:

<http://www.ryerson.ca/senate/policies/pol159.pdf>

Examination Policy:

<http://www.ryerson.ca/senate/policies/pol135.pdf>

Religious Observances:

<http://www.ryerson.ca/senate/policies/pol150.pdf>

Ethics Review of Research:

<http://www.ryerson.ca/senate/policies/pol51.pdf>

<http://www.ryerson.ca/senate/policies/pol52.pdf>

Official University communications via e-mail:

<http://www.ryerson.ca/senate/policies/pol157.pdf>

Academic Appeals:

<http://www.ryerson.ca/senate/policies/pol152.pdf>

Student Code of Academic Conduct:

<http://www.ryerson.ca/senate/policies/pol60.pdf>