

COURSE NAME: GRD248 Social Media Management

Credit Value: 2
Total Course Hours: 28
Prerequisite Course(s): None
Corequisite Course(s): None

COURSE DESCRIPTION

Graphic designers play a large role in social media mainly because audiences are demanding more real-time and interactive content. In order to effectively use the social media platforms widely available in today's advertising environment, one must understand the growing necessity to incorporate such interactions. Students will learn the skills necessary to engage audiences as well as develop strategies for using social media to improve their effectiveness as graphic designers. Topics covered include an introduction to the fundamentals of social media, ethics and culture, social media platforms and content, branding, and integrating new trends in graphic design. Learners will analyze content through case studies, discussions and interviews in order to understand how social media is used to inform and influence future marketing trends.

LAND ACKNOWLEDGEMENT

Canadore College resides on the traditional territory of the Anishinaabeg and within lands protected by the Robinson Huron Treaty of 1850. This land is occupied by the people of Nipissing First Nation since time immemorial.

PLAR INFORMATION

This course is eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

Upon completion of this course, the student will have reliably demonstrated the ability to:

- 1.0 Introduction to social media.
 - 1.1 Use grammar and spelling correctly when communicating through social media channels.
 - 1.2 Communicate clearly, concisely and correctly, in written form, for clients and audiences.
 - 1.3 Research and comment on the history of social media.
 - 1.4 Examine the use and goals of social media as a method of communication.
 - 1.5 Analyze the impact of social media on other forms of media.
 - 1.6 Examine the organizational teams involved in producing social media campaigns.
 - 1.7 Identify the roles of a graphic designer in social media.
- 2.0 Explore the global and social implications of social media and its impact on culture and ethics.
 - 2.1 Determine how social media impacts graphic design culturally and globally.
- 2.2 Explore how students interact directly with culture.
- 2.3 Discuss the 'quest for identity' through social media.
- 2.4 Describe the ethical challenges of social media, including integrity and duty of care.
- 3.0 Identify social media platforms.
 - 3.1 List current social media platforms and emerging technologies.
 - 3.2 Examine the history, performance and brand presence of current social media networks.
 - 3.3 List the ways that social media is used to promote content and brand messaging.
 - 3.4 identify demographics of current social media channels.
- 4.0 Explore social profiles.
 - 4.1 Explore appropriate communication for social media, i.e., proper items to include in

biographies, bio pics, etc.

4.2 Define the process for diagnostic report writing and identify the key features of a client brief (how to write a client brief for social media).

4.3 Describe the implications of using social media inappropriately (interview someone, Q & A how they handled a bad situation and report/discuss on it).

4.4 Explore personal branding for social media and design (explore celebrity profiles and determine what does/doesn't work for their 'brand' and what do you determine IS the brand?)

5.0 Analyze content fundamentals.

5.1 Understand the power of brand personality.

5.2 Research and explore content of a brand on social media.

5.3 Research and explore graphics and images for various social media channels.

5.4 Explore the various sizing requirements for a variety of popular platforms.

5.5 Research the effects of typography on social media platforms.

5.6 Explore the effects of colour as they apply to the popular networks.

6.0 Develop social media strategies for Graphic Designers.

6.1 Identify the characteristics to communicate with clients more effectively.

6.2 Demonstrate techniques for optimizing

search engine results to generate more business leads and sales.

6.3 Explore a voice and reputation for your personal brand.

6.4 Review the process for accessing real-time information related to the graphics design industry.

7.0 Investigate and develop digital marketing campaigns.

7.1 Illustrate the potential uses of social media for new and existing businesses.

7.2 Interpret current trends and emerging technologies in social media advertising.

7.3 Describe how to minimize negative social media exposure.

7.4 Create a social media campaign to successfully meet a business' or client's goal.

7.5 Create interesting and engaging images and graphics to positively convey a business' and/or client's brand.

7.6 Research current trends and emerging technologies in social media campaigns.

7.7 Apply design theories and principles when creating graphics for campaigns.

8.0 Growing and integrating new trends.

8.1 Observe the influence of behavioural data.

8.2 Explore live broadcasting in real-time.

8.3 Identify and describe the passionate consumer.

8.4 Explore the driving forces of social media engagement

GENERAL EDUCATION

This is not a General Education course.

PROGRAM OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Graphic Design

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of

the creative brief.

4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.
8. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
3. Execute mathematical operations accurately.
4. Apply a systematic approach to solve problems.
5. Use a variety of thinking skills to anticipate and solve problems.
6. Locate, select, organize, and document information using appropriate technology and information systems.
7. Analyse, evaluate, and apply relevant information from a variety of sources.
8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
10. Manage the use of time and other resources to complete projects.
11. Take responsibility for one's own actions, decisions, and consequences.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

There are no external accreditations or conditions identified for this course.

COURSE EVALUATION

Evaluation Item	Weight
Professionalism	5%
In Class Work	35%
Major Assignment #1	20%
Major Assignment #2	20%
Major Assignment #3	20%

COURSE PASS GRADE

50

GRADING SYSTEM

A+:	90-100%	B+:	77-79%	C+:	65-69%	D:	50-54%	S - Satisfactory
A:	85-89%	B:	73-76%	C:	60-64%	F:	0-49%	I - Incomplete
A-:	80-84%	B-:	70-72%	D+:	55-59%			F- Repeat Course, included in GPA
								FS- Failure Supplemental
								FR- Repeat course, excluded from GPA

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Course Textbooks:

Title:

Author:

Publisher:

Edition:

Print ISBN:

eBook ISBN:

Required:

NoteBook computer and Adobe Creative Cloud software Subscription and Internet access (supplied while on campus).

Note: It is the responsibility of the student to ensure the software versions match exactly to what is available at the College and that all digital files are compatible for marking. The college will update software only once per academic year.

Drawing tablet, Portfolio Kit Supplies.

Books, magazines, and online resource for most major assignments.

Book, magazine titles, issues and online links will be recorded on final assignments.

Collect reference and samples for your personal resource file.

Recommended:

iPad and Creative Apps

DSLR Camera

ONLINE RESOURCES:

<https://education.hootsuite.com/>

http://socialmediatraining.com/courses/Alms/story_html5.html

<https://www.futurelearn.com/courses/digital-marketing>

<http://www.slideshare.net/>

The Social Network'

<http://www.imdb.com/title/tt1285016/>

Mark Zuckerberg: Inside Facebook'

http://www.dailymotion.com/video/xmso1d_mark-zuckerberg-inside-facebook-full-doc_tech

(direct link)

Generation Like'

<http://www.pbs.org/wgbh/frontline/film/generation-like/>

<http://professionals.wisestamp.com/graphic-designer/resources/ultimate-social-media-guide-graphic-designers/>

http://www.huffingtonpost.com/layla-revis/social-media-trends-2016_b_8914190.html

RECOMMENDED:

Social Media Accounts

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

Technology requirements - <https://www.canadorecollege.ca/BYOD>

The Harris Learning Library's staff can help you find resources to support your learning - www.eclibrary.ca

LEARNING ACTIVITIES

Research social media services, Develop social media plan, Case studies, Discussions, Interviews, etc.

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including In-Person, Remote (synchronous and/or asynchronous), hybrid, or Hyflex, as per accreditation and/or regulatory standards where appropriate. This information is identified on the course schedule (student and faculty).

RECORDING GUIDELINES

This class may be recorded by faculty of the College. Faculty will inform students when recording of the class commences and ceases. 'Recorded' means that the audio-visual and chat portions of the class will be recorded and then be stored on the College or vendor provider server. They will be made available to students, but only for the express and sole use of those registered in this course. If you have any questions or concerns about this recording, please contact your instructor or the College's privacy officer at privacy.officer@canadorecollege.ca. Full recording guidelines can be found at: <https://cdn.agilitycms.com/canadore-college/academic-centre-of-excellence/Canadore%20Recording%20Guidelines.pdf>

EXPERIENTIAL LEARNING & INTERPROFESSIONAL EDUCATION

All full-time programs of study at Canadore College strive to provide students with opportunities for experiential learning and interprofessional education. This course provides students with both experiential

learning (EL) opportunities and interprofessional education (IPE) through:

Workplace/Lab Simulation (EL)

Simulations (IPE)

Projects (IPE)

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website:

<https://www.canadorecollege.ca/about/policies>.

COLLEGE POLICIES

- Protecting human rights in support of a respectful college community

For college policies please see: <http://www.canadorecollege.ca/about-us/college-policies>.

Accessibility Learning Services for Students with Disabilities - Student Success Services

Student Success Services provides comprehensive support to students. We aim to ensure that all students have equal access to educational opportunities and can succeed in their academic journey. Our services focus on reducing and eliminating barriers related to education through individualized accommodations and support. If you are a student with a disability, we encourage you to register with Accessible Learning by completing the Student Success – Accessible Learning Services Form (https://canadorecollege-accommodate.symplicity.com/public_accommodation/).

For more detailed information about the services offered, please visit our webpage: Student Success Services - (<https://www.canadorecollege.ca/support/student-success-services>). To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring

- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills
- Learning Resource Centre

Drop by our offices at C254 College Drive, W103 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

WAIVER OF RESPONSIBILITY

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

HISTORICAL COURSE OUTLINES

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.

ADDITIONAL DISCLAIMER NOTE

All assignments are due upon deadline. All assignments MUST be submitted through iLearn to their respective course and dropbox. MAKE SURE TO VIEW ALL DEADLINES ON iLearn. Students are responsible for informing faculty of special circumstances and negotiate arrangements for alternative dates and/or grade revisions.

Medical documentation may be requested for unexcused or unexplained absences that result in missed assignments, tests and/or exams. All approved late assignment submissions will incur a 10% deduction and may be accepted up to a maximum of 7 days (1 week) late after which time will not be accepted.

Extended deadlines need to be negotiated with each faculty member. Allowance of late submission under the accommodations provision allows for up to a maximum of 7 days.

****ALL assignments due before midterm MUST be in and will not be accepted after midterm. Prior notification of tardiness or absence is always appreciated.**