



Note:

**Course content may be changed, term to term, without notice.
The information below is provided as a guide for course selection
and is not binding in any form.**



Course Number, Name, and Credit Hours

OWC-2206 Communicating Scripture through Audio & Video Technology, 3 credit hours

Course Description

This course guides students in the effective use of web-based audio and video technology, identifying online resources for audio and video production, storage, and hosting, as well as discussing strategies for marketing podcasts and vodcasts. Emphasis is placed on strategic, responsible, and innovative use of technology in communicating Scripture in media settings.

Course Objectives

1. Discuss the potential of web-based audio, video, and new media technology for ministry
2. Evaluate media production and marketing “best-practices” through a biblical/theological lens
3. Create an original digital ministry strategy for current or future use
4. Recognize effective practices for media ministry resource cultivation and management
5. Apply project management skills to current or prospective ministry endeavors

Content Expectations

Required textbooks for all Moody Online classes can be found on the [Required Textbooks](#) section of the Moody website.

Assignments

All assignments are due according to the schedule listed on the Course Schedule.

1. CLASS PARTICIPATION: Active participation is expected in this online course. Participation includes two main areas: discussion boards and reading. **Class Participation** will account for **25% of final course grade**.

a. Discussion Boards: You must maintain a significant presence in the discussion board. Please refer to the discussion board rubric included in the Documents section of this course for more information on how your participation in the discussion board will be assessed. Unless otherwise directed, post your initial response to the discussion question by mid-week (Friday, 11:59 pm CST). Then read and respond to **at least TWO** of your classmates' initial posts by the end of the week (Monday, 11:59pm CST).

b. Course Expectations: The completion of the course reading, audio/video reviews, online articles, etc. is an important part of the course. You are expected to complete the weekly expectations prior to your discussion boards each week so you are able to discuss the concepts with others in the course.

2. ASSIGNMENTS: There will be several projects in this course requiring skills learned that may include work with Microsoft Word, Excel, PowerPoint, and beginner media production tools. Specific assignment instructions are provided under the Weekly menu. Assignments are submitted through a link provided so they can be recorded as submitted through the Blackboard Grade Center. The assignments in the course are:

Assignment 1: Realizing the Potential of New Media

In a three to four (3-4) page double-spaced essay, quantitatively demonstrate the communicative potential that is offered by new media. This essay will require extensive individual research to discover and compile information.

In your essay you will present this research but should also evaluate it using Wise's (SC) four (4) media values from the reading in week 1.

This assignment will be submitted through Blackboard.

Assignment 2: Cultivating Your Most Valuable Resource (Due Week 3; 50 points)

No digital ministry can run without people. However, people are often the most difficult components of a ministry to cultivate and control. Based upon the reading this week and the lecture, write a **minimum 2-page** double-spaced page essay.

Assignments 3-1 and 3-2: Ministry Resource Report 1 and Ministry Resource Report 2

Over the next 5 weeks of this course you will learn about a variety of available digital ministry tools and the best practices for utilizing them. You will complete **two** (2) Ministry Resource Reports (**Assignments 3-1 and 3-2**). These will be completed and submitted using the "**Ministry Resource Report Worksheet**" available in the Course Resources folder.

These two Ministry Resource Reports will help you better envisage what it will take to do whatever it is you want to do. Therefore, for each of the reports you will choose one (or a cluster of similar) ministry tool(s) and draft a full description of what it will take to make your vision a reality. The assignments will require you to do some research. Using the worksheet provided, in each report, you will provide a description of:

- a) **Your existing (or prospective) ministry**
- b) **The tool you hope to implement**
- c) **What this tool will do for you and how it broadly relates to the mission of your ministry**
- d) **A detailed outline of the resources needed to launch and support this ministry.**

Assignment 3-1: Ministry Resource Report 1: Social Media (Due Week 4; 50 points)

This ministry resource report **must** focus on social media. You will select and prepare a Resource Report for **at least two** of the following social media options:

- Facebook
- Twitter
- Instagram

If you already personally manage or oversee a media ministry that utilizes these social media platforms, you may ask the instructor to use this Resource Report for another media option.

This assignment will be submitted using the "**Ministry Resource Report Worksheet**" and through Blackboard.

Assignment 3-2: Ministry Resource Report 2: Selection (Due Week 7; 100 points)

For this Resource Report you may choose to investigate any other media option that interests you and that **you do not already know very much about**.

NOTE: You cannot do a second report on social media (Facebook, Twitter or Instagram) without prior approval of your instructor.

This assignment will be submitted using the “**Ministry Resource Report Worksheet**” and through Blackboard.

Assignment 4: 140 or Less (Due Week 4; 50 points)

In this assignment you will complete and submit the “**140 or Less Worksheet**” This worksheet will require you to summarize long messages into bite-sized 140 character or less messages. The aim of this exercise is to accustom you to writing attractive social media posts or messages. There is a rubric for this assignment.

This assignment will be submitted on Blackboard.

Assignment 5: Images and the Ethics of Aesthetics (Due Week 5; 100 points)

Interacting with this week’s reading, write a two to three (2-3) double-spaced page essay **in light of the discussion** and **directly in response to the following question**:

- ❖ As a Christian, what does it mean for something to be (visually) beautiful and how will this impact **both** my production and consumption of image-based media?

This assignment will be submitted through Blackboard.

Assignment 6-1: Digital Ministry Strategy (Due Week 6; 150 points)

Using what you have learned in the reading, you will draft a Media Ministry Strategy for use in your ministry context. If you are not currently involved in an applicable ministry or if the ministry/ies you are involved with already has a successful media strategy you may select a prospective ministry that correlates to your future ministry/career path.

Note: Using a prospective ministry **must** be approved by the instructor.

This project will be completed using the “**Digital Ministry Strategy Worksheet**” found in the Lesson Resources folder. Using this worksheet you will complete the first 6 steps of the digital ministry strategy outlined in the reading.

Assignment 6-2: Audio/Video Streaming (Due Week 7; 50 points)

Does your church use audio/video live streaming? In this assignment you will contact your local church and inquire why they do, or do not, use live streaming for their services or other events. Find out as much as you can about their reasons for using it or not. Then write a two (2) page paper reporting on what you have discovered **AND** either a) what you have learned about live-streaming from the experience or b) what you wish your church knew about it.

This assignment will be submitted through Blackboard.

Assignment 7: Vimeo Video School (Due week 7; 50 points)

This assignment requires you to summarize three instructional videos from the Vimeo Video School and also explain why you chose each video and what you learned. Therefore, this is a 2-step assignment.

Step 1: Select and Watch 3 Videos from the Vimeo Video School.

Browse the videos available and select three that relate to a media ministry interest of yours. Make sure to look at all that is available before selecting your videos.

Step 2: Complete the “**Vimeo School Worksheet**” by providing a link to the videos you watched, summarizing the lesson in the video, explaining why you chose the video (i.e., how it relates to an



interest of yours, on-going ministry, etc.), and then describing what you learned. You must include the video link of the lessons you watched as part of your summary.

This assignment will be submitted through Blackboard.

Assignment 8: Maintaining Your Digital Ministry (Due Week 8; 100 points)

In **Assignment 6-1**, “Digital Ministry Strategy” you used the instructions given in the reading to plan a new media strategy for an existing or prospective (future) ministry. In this assignment you will follow up on this plan by outlining what it will take to maintain this ministry in the long term. Too many digital ministries have been planned and launched but never fed, refreshed, or updated. In addition, you will explain what kind of privacy/security steps you should consider and how you will implement these in your ministry.

Draft a three to five (3-5) double-spaced page document outlining how you will complete Steps Seven through Eight (7-8) from the reading.

This document is to be concise, clear, and easy to use.

Writing Style

Undergraduate students at Moody Bible Institute are to follow the Modern Language Association (MLA) style for all written assignments. Your instructor may waive this requirement for specific assignments such as discussion boards, blogs, emails, and the like, but if not stated otherwise, follow MLA guidelines. Assignments not in proper MLA format may be returned with a request to redo the assignment and could be subject to a late penalty.

At a minimum, all assignments submitted as a document are to be in a standard 12-point font (limited to Time New Roman, Arial, Calibri, Cambria, Century Schoolbook fonts), 8½ x 11 page size, and double-spaced and are to be submitted as a Microsoft Word document (.doc or .docx). Papers that cite other works should include a Works Cited page.

Students should follow the latest version of the *MLA Handbook for Writers of Research Papers* (currently the 7th edition) or use the OWL website at <https://owl.english.purdue.edu/owl/resource/747/01/>.

Assessments

Your grade for this course will consist of:

Class Participation (Reading 10%, Discussions 15%)	25%
Assignment 1: Realizing the Potential of New Media	5%
Assignment 2: Cultivating Your Most Valuable Resource	5%
Assignment 3-1: Ministry Resource Report 1: Social Media	5%
Assignment 3-2: Ministry Resource Report 2: Selection	10%
Assignment 4: 140 or Less	5%
Assignment 5: Images and the Ethics of Aesthetics	10%
Assignment 6-1: Digital Ministry Strategy	15%
Assignment 6-2: Audio/Video Streaming	5%
Assignment 7: Vimeo Video School	5%
Assignment 8: Maintaining Your Digital Ministry	10%
	100%

Letter grades are determined by the following scale:



Letter Grade	Percentage Equivalent	Letter Grade	Percentage Equivalent
A	96% or higher	C	73 - 76.9%
A-	90 - 95.9%	C-	70 - 72.9%
B+	87 - 89.9%	D+	67 - 69.9%
B	83 - 86.9%	D	63- 66.9%
B-	80 - 82.9%	D-	60 - 62.9%
C+	77 - 79.9%	F	Below 60%

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