

EMERGENT MEDIA & COMMUNICATION

ATEC 3326.001 SP 2013

Day/Time: Wed 4:00 - 6:45 p.m. in [ATEC 1.104](#)

Instructor: Mona Kasra . Email: mxk083000@utdallas.edu

Office Hours: By appointments (via email) – Wed 3:00 to 4:00 pm

Class website: <http://atec3326s13.pbworks.com/> (*Visit the site and request access*)

Class Blog: <http://atec3326s13.wordpress.com/> (*I need the email address you registered on Wordpress to add you as an author to the site.*)

**These descriptions and timelines are subject to change at the discretion of the Instructor. Check the website for most updated info.*

I. Course Description:

ATEC 3326 Emergent Media and Mass Communications (3 semester hours)

The course will introduce emerging practices in new media. It blends theoretical studies and project-intensive practice in leading-edge applications of digital media, interactive media, and Internet communications.

This course examines conventions and practices of variety of new media/digital artists, as well as the social/cultural impacts of their works. By covering aesthetic, practical, cultural, and philosophic contexts of new media art, ATEC 3326 prepares students to critically analyze and evaluate mediated artworks in order to communicate and express their own ideas in a creative and meaningful way.

Pre-requisite:

ATEC 2321 or ATEC 2322 or permission of instructor.

II. Course Objectives:

Upon completion of this course the students will be able to:

- o Students will develop an understanding of the history, theory, practices, aesthetics, and concepts of new media art,
- o Students will develop a critical but constructive approach in evaluating and critiquing new media art,
- o Students will develop a New Media production skill and apply them in hands-on projects.

III. Required Text:

*** All readings are available online or through eLearning, unless otherwise advised.

IV. Required Material

- Access to a video camera (personal equipment or borrowed from ATEC Lab).
- Memory/SD card for the camera
- A Portable Storage Drive

V. Course Policies and Procedures

Attendance: Class participation is mandatory. Only two absences are permitted and these should only be used for illness or emergencies. Missing more than two classes will affect your grade. More than four absences will result in failing the course. If you need to miss class for religious reasons, please speak to me ahead of time. Absences for religious purposes do not count against the permitted number (as long as prior notification is given). If there are any special circumstances

(personal, health) that might affect your performance or attendance during the semester, be sure to discuss them with me in the first two weeks.

Please note that it is the student's responsibility to notify his or her professors and present them with the appropriate documentation from Disability Services.

If you must miss a class:

- o It is your responsibility to be prepared for the next class & to complete missing assignments.

Please note:

- o Arriving late to class or leaving late is marked as absence.
- o If you are late continually, it will affect the overall final grade significantly.
- o Those with multiple unexcused absences and/or persistent lateness *risk failing the class*.

Preparing for each class: Assigned readings and assigned exercises must be completed before class. It is your responsibility to demonstrate during class that you have completed the assignments/readings. To prepare for each class, you must:

- o Print the readings that are distributed online.
 - o Underline and/or annotate as you read.
 - o Post your reflection/thoughts/comment on what you read by referencing the material. **POST YOUR REFLECTIONS BY TUESDAY NIGHT 11:59 pm.**
 - o Complete/post your weekly exercise to the class blog.
 - o Be prepared to discuss your thoughts about the reading/project in class.
- **Note: Two weeks after a deadline, you will not be able to receive any credit for submitting late assignments/reflections on the blog.

Reflections: you are required to post a couple of paragraph responses to our class blog. Those who simply summarize what they have read/saw will not receive any points for their responses. You are asked to think critically and post something that questions, criticizes, endorses, and/or adds to the reading.

Assignments: Assignments are structured to explore creatively as well as the technical, theoretical, and artistic aspects.

Contact Info: Best way to reach me is by email at mxk083000@utdallas.edu.

Please add your name and course number to the subject area of your email. I will generally get back to you within 24-48 hours. Be sure to check your UTD emails regularly.

Email Policies: **In all emails that you send to me, you must identify yourself fully by name and class.** I will check this office daily and will respond to your course related questions within 24-48 hours. For schedule/assignments due dates please refer to the website.

VI. Assignments & Schedule

Technical Skills: Keep in mind that the depth of your ideas, and of course your passion in pursuing those ideas, will directly impact the power and effectiveness of your projects far more than your production mastery and technical skills. Use the tools to the best of your abilities to creatively express your ideas. Try not to gee-whiz everyone with your technical know-how, instead express your ideas creatively and artistically!

Deadlines: Neither limited computer access nor a computer crash is a valid excuse for missing deadlines. Do not wait for the last minute to complete your work. You might have an unexpected Internet problem, hard-drive might crash, or there might be a server problem! Allow time to meet deadlines. Remember that technology is unpredictable. You are responsible for getting the work to me on time.

Late Work: Late works are only accepted within TWO weeks after due-dates. Late submissions are subjected to penalty (at least 25% of the total points would be deducted). Exceptions may be made

on a case-by-case basis, however you must contact me beforehand and explain your special circumstance.

VII. Course Schedule:

****Note: Weekly readings are due prior to class.*

****Note: The schedule is subject to change according to the needs of the class. You can always find the most current material/schedule on class website: <http://atec3326s13.pbworks.com/>
It is your responsibility to check the class website regularly.*

> Week #1 (Jan 16)

TOPIC: INTRODUCTION TO CLASS/SYLLABUS/CLASS WEBSITE/TOOLS

> Week #2 (Jan 23)

DUE: PROJECT 1 . CRITIQUE

> Week #3 (Jan 30)

TOPIC: FRAME/SPACE - DIGITAL STORYTELLING

TOPIC: TIME/PACE - CONTINUITY/NON-CONTINUITY

> Week #4 (Feb 6)

TOPIC: REMIX/MASHUP/APPROPRIATION

> Week #5 (Feb 13)

DUE: PROJECT 2

> Week #6 (Feb 20)

DUE: PROJECT 2 . CRITIQUE

> Week #7 (Feb 27)

TOPIC: DOCUMENTARY

QUIZ

> Week #8 (March 6)

TOPIC: WEB SERIES/WEBISODES

TOPIC: ART & SOCIAL/POLITICAL ACTIVISM

> SPRING BREAK (March 13)

> Week #9 (March 20)

DUE: PROJECT 3 . CRITIQUE

> Week #10 (March 27)

TOPIC: AR

TOPIC: LOCATIVE ART

> Week #11 (April 4)

TOPIC: ART& SOCIAL MEDIA: USER-GENERATED & CROWDSOURCED

> Week #12 (April 11)

DUE: PROJECT 4 . CRITIQUE

DUE: FINAL PROJECT PROPOSALS

> Week #13 (April 18)

TOPIC: MEME CULTURE

> Week #14 (April 24)

DUE: FINAL PROJECT ROUGH CUTS

> Week #15 (May 1)

DUE: FINAL PROJECT PRESENTATIONS . CRITIQUE

> Week #16 (May 8)

DUE: FINAL PROJECT PRESENTATIONS . CRITIQUE

VIII. Methods of Evaluation:

On hands-on projects, you will be evaluated on how effectively the artworks demonstrate your ability to integrate technology and theory with your own thoughts, ideas, and creativity. Better grades go to projects that are meaningful and original [and do not simply look like a practice file]. Also, originality and complexity of effort and technique affect the grade.

- Class Participation (discussions, critiques, etc.) 10%
You are expected to come to class on time, prepared, having completed weekly assigned reading and exercise, posted your reflection on the class blog, ready to contribute your thoughts to class discussions. It is also extremely important to share your thoughts during critique sessions. **Without consistent class attendance or active engagement in class discussions/critiques, you will not receive any credit points for participation.**
- Weekly Reflection Blog Posts 10%
You need to reflect/comment on weekly class Topics. Please post your reflections to class dedicated blog space <http://atec3326s13.wordpress.com/>
- Practical Assignments 15%
- Quiz 5%
- Projects 60%
 - Project #1 10%
 - Project #2 10%
 - Project #3 10%
 - Project #4 10%
 - Final Project 20%

****Note: No extra credits will be offered for this course.*

Grading Formula

A+ = 98 -100 / A = 93 -97 / A- = 90 - 92
B+ = 88 - 89 / B = 83 -87 / B- = 80 - 82
C+ = 78 - 79 / C = 73 - 77 / C- = 70 - 72
D+ = 68 - 69 / D = 63 - 67 / D- = 60 - 62

*****NOTE:** A grade of incomplete may be given, at the discretion of the instructor, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. Be careful about University's due dates!

IX. Please Note!

- Follow rules of common courtesy in all messages and website postings.
- Always make back up copies of your work.
- Always be on time.
- No web surfing, text messaging or answering emails while the class is in session.
Turn off cell phones while in class.
- During critiques, monitors/ipads/personal computers must be turned off.

X. UTD Policies

Please Note UT Dallas Syllabus Policies and Procedures <http://go.utdallas.edu/syllabus-policies>