

COURSE SYLLABUS  
***Advanced Emerging Media Production***

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***Course Information***

ATEC 4326.001, Advanced Emerging Media Production, Fall 2015  
Class Time/Location: Thursday 1-3:45 in ATC 2.914  
Course Number: 80671

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***Professor Contact Information***

*(Professor's name, phone number, email, office location, office hours, other information)*

Associate Professor xtine burrough

Email: [xtine@utdallas.edu](mailto:xtine@utdallas.edu)

Phone: 972-883-8835 (Best to email instead)

Office Hours and Location: ATC 1.911 on Thursdays 10:30-12:30

Email Etiquette: The best way to contact me is via email. Use only official UTD email. Identify yourself by name and class. I respond to emails Monday through Friday within 24-48 hours. For information regarding our schedule/assignments or due dates/class policies please refer to the course website on Blackboard/eLearning.

*Also, please read [this article](#) I wrote on the Design Educator blog in regards to best practices for email netiquette.*

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***Course Pre-requisites, Co-requisites, and/or Other Restrictions***

ATEC 3326

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***Course Description***

The course explores production studio and field practices in the development of emerging forms of digital media and communications. Students will work individually and in teams to produce new media projects using a variety of different methods and technologies. Areas of investigation may include social media, mobile media, and trans-media projects.

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***Student Learning Objectives/Outcomes***

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

- Analyze communication opportunities to employ the most appropriate complex of media and rhetorical strategies to create and disseminate informative, entertaining and persuasive messages.
- Adapt their messages to audiences and technological constraints while retaining (and amplifying) the benefits provided by existing and emerging media.
- Develop historical, theoretical and conceptual understanding of (time-based) media storytelling
- Learn how to use (and break) media production rules. Create and/or apply digital content for existing and/or emerging forms of media.

- Develop critical perspectives on media production. Anticipate the ethical implications of emerging media and their power to shape public opinion.
- Complete original, creative projects exploring the visual and conceptual language of new media
- Be able to engage in productive critical discourse about your and your peers' work produced in class
- Work independently and collaboratively with other students on artistic projects

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## ***Required Textbooks and Materials***

*Net Works: Case Studies of Web Art and Design*, edited by xtine burrough  
ISBN: 0415882222

Other required materials include:

- Access to a computer and Adobe software or freeware of your choice
- Access to a video camera (personal equipment or borrowed from the ATEC Lab)
- Memory/SD card for the camera
- Portable storage drive: The hard drive recommendation is a Firewire 800 (IEEE 1394/b) with a spindle speed of 7200 RPM or faster, 500 GB or larger. Recommended brands are Lacie, Seagate, or G-Tech.

## ***Suggested Course Materials***

I also suggest purchasing a sketchbook, headphones, and a flash/jump drive or sign up for additional cloud storage space if you don't already have storage. No late projects will be accepted due to students' inability to reserve or use the equipment for their projects.

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## ***Assignments & Academic Calendar***

*(Topics, Reading Assignments, Due Dates, Exam Dates)*

### **Week 1: August 27**

Lecture and Discussion: Cult of Done Manifesto, Paula Scher's "Serious Play"

#### Homework:

Read the Intro to Part 1 and take notes, develop questions or find examples.

Read one of the two chapters in Part 1 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 1, due on week 2

### **Week 2: September 3 Draft Due**

Lecture and Discussion: Conceptual Art, Formalism, and Emerging Media

Critique: Your drafts developed for Project 1

#### Homework:

Read the Intro to Part 2 and take notes, develop questions or find examples.

Read one of the two chapters in Part 2 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 2, due on week 3

**Week 3: September 10 Draft Due**

Lecture and Discussion: Collections & Communities

Critique: Your drafts developed for Project 2

Homework:

Read the Intro to Part 3 and take notes, develop questions or find examples.

Read one of the two chapters in Part 3 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 3, due on week 4

**Week 4: September 17 Draft Due**

Lecture and Discussion: Crowdsourcing & Participation

Critique: Your drafts developed for Project 3

Homework:

Read the Intro to Part 4 and take notes, develop questions or find examples.

Read one of the two chapters in Part 4 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 4, due on week 5

**Week 5: September 24 Draft Due**

Lecture and Discussion: Data Visualization

Critique: Your drafts developed for Project 4

Homework:

Read the Intro to Part 5 and take notes, develop questions or find examples.

Read one of the two chapters in Part 5 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 5, due on week 6

Prepare for Quiz 1

**Week 6: October 1 Quiz 1 and Draft Due**

QUIZ 1

Lecture and Discussion: Error/Noise

Critique: Your drafts developed for Project 5

Homework:

Read the Intro to Part 6 and take notes, develop questions or find examples.

Read one of the two chapters in Part 6 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 6, due on week 7

**Week 7: October 8 Draft Due**

Lecture and Discussion: Surveillance & Democracy

Critique: Your drafts developed for Project 6

Homework:

Read the Intro to Part 7 and take notes, develop questions or find examples.

Read one of the two chapters in Part 7 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 7, due on week 8

**Week 8: October 15 Quiz 2 and Draft Due**

QUIZ 2

Lecture and Discussion: Hacking & Remixing

Critique: Your drafts developed for Project 7

Homework:

Read the Intro to Part 8 and take notes, develop questions or find examples.

Read one of the two chapters in Part 8 (your choice) and be prepared to discuss how the artwork described within the chapter exemplifies ideas from the introduction.

Make a response to project 8, due on week 9

**Week 9: October 22 Draft Due**

Critique: Your drafts developed for Project 8

Discussion: Plan for your final two projects

Homework:

Choose one of the 8 projects you drafted in the course and revise it for our ongoing critiques during the next two weeks. This is the first of your two final individual projects for the course.

**Week 10: October 29 Revision 1 Due (Final Project 1)**

Critique: In class feedback on the first round of revisions

Lab: If time allows, we will focus our attention on the craft of your projects and presentations

Homework:

Revise the first of your two individual final projects

**Week 11: November 5 Revision 2 Due (Final Project 1)**

Critique: In class feedback on the second round of revisions

Lab: If time allows, we will focus our attention on the craft of your projects and presentations

Homework:

Revise the first of your two individual final projects

**Week 12: November 12 Presentation of Final Project 1 Due**

PRESENTATIONS: All students present the first of their two final individual projects (this will be the third round of revisions we are experiencing and the fourth time, in total, we will have viewed these projects in class)

**Week 13: November 19 Group Formation Day**

GROUPS! Don't miss the class. You will form groups and develop a concept for a group project (due on the day of our final exam).

Homework:

Choose a second one of the 8 projects you drafted in the first part of our course and revise it for our ongoing critiques during the next two weeks. This is the second (last) of your two final individual projects for the course.

**-- Fall Break --**

**Week 14: December 3 Revision 1 Due (Final Project 2)**

Critique: In class feedback on the first round of revisions

Lab: If time allows, we will focus our attention on the craft of your projects and presentations

Homework:

Revise the second of your two individual final projects; Work with your group team members on finalizing your group project and presentation

**Week 15: December 10 Reading Day**

I will be in my office during office hours today. Drop by if you would like feedback on the second round of revisions for Project 2.

Homework:

Revise the second of your two individual final projects; Work with your group team members on finalizing your group project and presentation

**Week 16: December 17 Quiz/Presentations Due**

Final Quiz ("Exam") and Final Presentations of your second revised project (individual works) and your group project

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**Grading Policy**

All points add up to 100, so each point is equivalent to 1% in this course. The following table outlines the dates, topics, and point values associated with the projects and quizzes due in this course:

Date	Topic and What's Due	Point Value
8.27	Serious Play	0
9.03	Formalism, Draft Project 1	2
9.10	Collections & Communities, Draft Project 2	2
9.17	Crowdsourcing & Participation, Draft Project 3	4
9.24	Data Visualization, Draft Project 4	4
10.01	Quiz 1	10
	Error/Noise, Draft Project 5	2
10.08	Surveillance/Democracy Draft Project 6	2
10.15	Quiz 2	10
	Hacking/Remixing Draft Project 7	4
10.22	Plan for Final Projects, Draft Project 8	0
10.29	Discussion on Revisions & Groups are Formed	0
11.05	Final Project 1: 1st Edits	0
11.12	Final Project 1: 2 <sup>nd</sup> Edits	20
11.19	Final Project 1 Presentation	0
12.03	Final Project 2: 1 <sup>st</sup> Edits	0
12.10	Reading Day	0
12.17	Final Project 2 Presentation	20
	Final Group Presentations	10
	Quiz 3	10
Total Points		100

**Another way to think about this course is like this:**

Type of Assignment	Description	Total Points
8 Drafts	You will spend the first half of the semester working on drafts for 8 projects based on concepts related to course readings.	20

<i>2 Revisions (Final Individual Projects)</i>	In the second half of the semester you will revise two of the drafts for your final individual projects, each worth 20 points.	40
<i>1 Group Project</i>	You will also develop a group project during the latter half of the semester.	10
<i>3 Quizzes</i>	There will be three 10-point quizzes throughout the semester.	30
<i>Total</i>	<i>Add it up, add it up...</i>	<i>100</i>

### ***Grading Formula***

In total 100 points are possible. Scale: A=90, B=80, C=70, D=60, F=59.

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

A grade of incomplete may be given, at the discretion of the instructor, when a student has completed at least 75% of the required course material but cannot complete all requirements by the end of the semester. Be careful to honor University due dates.

### ***Course & Instructor Policies***

No, no, no...No extra credit. No make-up quizzes. No late drafts. No late or make-up presentations.

Communicate with your professor if your final individual projects or group project will be late. You will be penalized (5 points) for tardiness.

### ***Attendance, Participation, and Expected Behavior***

Although I have not included a specific "attendance" grade, your projects, understanding of lecture material and readings, and quiz results will be affected by the extent to which you attend and participate in class. Our discussions and feedback sessions offer invaluable and often unpredictable learning experiences. It's cliché but true: the more you commit to participating in these activities, the greater you will form a sense of community, growth, and inspiration.

In our feedback sessions and discussions I expect students to behave professionally. We do not need to agree with each other, but we need to remain open to diverse ideas, experiences, and suggestions. All emotions are acceptable, but all behaviors are not!

Refrain from using language that would be unacceptable in a professional environment.  
Refrain from posting about your classmates on social media unless you are certain that your peers will support such high profile media sharing.

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### ***Off-campus Instruction and Course Activities***

We will not be conducting course activities off campus this semester.

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### ***Comet Creed***

*This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:*

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

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### ***UT Dallas Syllabus Policies and Procedures***

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***