

Course Syllabus

Advanced Emerging Media Production

Course Information

ATEC 4326.501, Advanced Emerging Media Production, Fall 2015

Class Time/Location: Monday 7-9:45pm in ATC 3.601

Professor Contact Information

Christi Nielsen

Email: christina.nielsen@utdallas.edu

Office / Hours: TBD

Contact Policies: The best way to reach me is by email. Use official UTD email only. In all emails that you send to me, you must identify yourself by name and class. I respond to emails M-F within 24-48 hours.

Class website: <https://4326f15.wordpress.com/>

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

ATEC 3326

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.

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

Required Textbooks and Materials

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

- Access to a computer
- Access to a video camera (personal equipment or borrowed from ATEC Lab).
- Memory/SD card for the camera
- A 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 bigger. Recommended brands are Lacie, Seagate, and G-Tech.

Other Materials: I also suggest purchasing a sketchbook, headphones, and a flash/thumb drive if you don't already have one. No late projects will be accepted due to students' inability to reserve or use the equipment for their projects.

Assignments & Academic Calendar

- Reflections are due prior to class (by Sundays at 11:59 pm).
- The schedule is subject to change according to the needs of the class. You can always find the most current material/schedule on the class website: <http://4326f15.wordpress.com/>
- It is your responsibility to check the class website regularly.

Week 1: August 24

Course Introduction / Overview of Syllabus

Week 2: August 31

Remake

Form groups

Week 3: September 7

LABOR DAY - NO CLASS

Week 4: September 14 DUE: PROJECT 1

Experimental Documentary

Form new groups

Week 5: September 21

Idea+Concept Day

Workshop Day for Project 2

Week 6: September 28 DUE: PROJECT 2

Critique

Week 7: October 5

Telepresence / Telematic

Form new groups

Week 8: October 12

Idea+Concept Day

Workshop for Project 3

Week 9: October 19 DUE: PROJECT 3

Critique

Week 10: October 26 DUE: RESEARCH PRESENTATIONS

Student Presentations

Week 11: November 2

Networked Culture / Social Change

Week 12: November 9 DUE: FINAL PROJECT IDEA

Pitch Presentations

Week 13: November 16

Workshop Day for Final Project

Week 14: November 23

THANKSGIVING - NO CLASS

Week 15: November 30

Workshop Day for Final Project

Week 16: December 7 DUE: FINAL PROJECT

Critique

Grading Policy

You will be evaluated on how effectively your submitted projects 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 practice files). All projects must be submitted to <https://4326f15.wordpress.com/>

- Project #1 10%
- Project #2 15%
- Project #3 15%
- Project #4 25%

Research Presentation: 15%

Class Participation (discussions, presentations, critiques, etc.) 20%

Without consistent class attendance or active engagement in class discussions/critiques, you will not receive any credit points for participation.

No extra credit 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

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 about University's due dates!

Course & Instructor Policies

Your participation is necessary for your success. It is important that you come to every class prepared and on time.

Sleeping in class, texting, and looking at your Facebook or any other activity unrelated to class will also have impact on your participation grade. I may not mention it when I see you texting or using your laptop for un-relevant content, but I will mark your name and will take off participation grades.

Lateness by more than 15 minutes constitutes an absence. 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 3 absences in most cases will result in a failing course grade.

Assignments

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 focus on your technical know-how, instead express your ideas creatively and artistically.

Idea+Concept

On Idea + concept days, you must bring notes, sketches, charts, and material that you have used to do research on the specific topic and concept for their project. You will lose 20% of your grade for the assignment if you do not attend the class or fail to demonstrate your progress.

Reflections

You are required to post written responses to reading assignments on the class blog. Post your reflection/thoughts/comments on what you read and/or watch by referencing the material. 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. You are expected to demonstrate during class time that you have read the reading material.

Critiques & Presentations

On critique and presentation days you must be able to explain and give a clear presentation of your work. If you have a hard time talking in front of a crowd or remembering your points, use a notebook, PowerPoint, sketches or bullet points for your presentations. During critiques, monitors/ipads/personal computers must be turned off.

Team Projects

Grades on team-based projects will be based on a combination of individual work and group work. At the end of each project, each team member is required to email a self and peer evaluation to the instructor. If team members do not contribute equally or the project begins to shift under the command of one team member, you are to either resolve the issue as a team or to communicate with me immediately. ALL TEAM MEMBERS will be penalized for the late submission of a project.

Due Dates

Online assignments and reflections are due on Sundays at 11:59pm, unless otherwise noted.

Late Work

You should make a concerted effort to turn in all work on-time, in the format outlined on the assignment descriptions.

- Reading Responses: Reflections will not be accepted late.
- In-class presentations: Work associated with in-class presentations will not be accepted late.
- Idea+Concept & Roughcuts: If you are not in class to work and to submit a progress report, your grade for the project will be marked down by up to 20% percent.
- Projects: Projects that are not presented in class on time will be marked down 20%. Late projects must be turned in within one week of the original due date.

It is your responsibility to complete your work early enough to allow time for any technical difficulties. 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 crash, or there might be a server problem. Allow time to meet deadlines. Remember that technology is unpredictable.

Respectful Behavior

Our many discussions and online assignments will require vigilance to ensure that we are always preserving an atmosphere of mutual respect in which everyone is welcome to learn. Disagreements may arise. We can, however, respect each person's right to express an opinion and right to have the opportunity to learn. Name calling, harassment, or menacing behavior will not be tolerated.

Social Media Behavior

While it may be tempting at times to post about the activities in class on social media sites, you are expected to use these services responsibly and thoughtfully, particularly in respecting the privacy, feelings, and intellectual property of others. Don't say anything online you wouldn't be comfortable saying in front of the whole class. Also, you are expected to comply with copyright law and are not allowed to disseminate or repost classmates' work without express permission from the author of that work.

Academic Honesty

From the UT-D Handbook of Operating Procedures: "The university expects from its students a high level of responsibility with respect to academic honesty. Because the value of an academic degree depends on the absolute integrity of the work done by the student for that degree, it is imperative that a student maintain a high standard of individual honor in his or her scholastic work. The dean may initiate disciplinary proceedings under subchapter C against a student accused of scholastic dishonesty upon complaint by a faculty member or a student."(<http://www.utdallas.edu/dept/graddean/gspolDishonesty.htm>) Plagiarism will be reported to the Dean of Students. Possible disciplinary action by the university may include failing the assignment, failing the course, expulsion, etc. If you have any questions regarding the proper use of outside sources or the distinction between sampling and plagiarism, I encourage you to meet with me.

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."

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.

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