

COURSE SYLLABUS  
***Emerging Media Production***

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***Course Information***

ATEC 3326.001, Emerging Media Production, Fall 2015  
Class Time/Location: Wednesday 1-3:45 in ATC 2.914  
Course Number: 80674

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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 10:30-11:30 and by appointment

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***

Prerequisites: [ATEC 2321](#) and [ATEC 2322](#). (0-3) Y

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***Course Description***

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

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***Student Learning Objectives/Outcomes***

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

- Develop an understanding of the history, theory, practices, aesthetics, and concepts of new media art
  - Develop a critical but constructive approach in evaluating and critiquing new media art
  - Develop new media production skills and apply them in hands-on projects.
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***Required Textbooks and Materials***

Readings will be made available online via eLearning.

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 26**

Introductions

Homework:

Reading (see eLearning: Manovich)

Complete Assignment 1 and post it to your blog (make a blog)

#### **Week 2: September 2 Assignment 1 Due**

Lecture/Discussion *The Language of New Media: Modularity*

Craft: Illustrator square game

Homework:

Assignment 2

#### **Week 3: September 9 Assignment 2 Due**

Lecture/Discussion *The Language of New Media: Automation*

Craft: Automation in Photoshop; Ch. 16 Foundations of Digital Art and Design—[free PDF](#)

Homework:

Assignment 4

#### **Week 4: September 16 Assignment 3 Due**

Lecture/Discussion *The Language of New Media: Variables*

Craft: Variable Data in Illustrator by John Garrett ([free PDF](#))

Homework:

Project 1, Prepare for Quiz 1

#### **Week 5: September 23 Quiz 1 in class and Project 1 Due**

Quiz 1 (will only include material from the graphics section of our class)

Critique & Feedback on Project 1

Homework:

Reading (see eLearning: Jenkins)

#### **Week 6: September 30**

Lecture/Discussion *Participatory Culture and Transmedia*

Craft: Type for the Screen (Illustrator/Photoshop)

Homework:

Assignment 5

#### **Week 7: October 7**

[Viewing](#) and Discussion: Transmedia Synergies—Remediating Films and Video Games (Matthias Stork)

Craft: Video Footage (downloading, shooting, importing)

Homework:

Reading (see eLearning, Barthes), Assignment 6

**Week 8: October 14** Assignment 4 Due

Lecture/Discussion *Machinima and Barthes*

Craft: Video Editing

Homework:

Begin working on Project 2

**Week 9: October 21**

Craft: Outputting + Sharing Video (time available for assistance)

Homework:

Project 2, prepare for Quiz 2

**Week 10: October 28** Quiz 2 in class, Project 2 is due

Quiz 2 (will only include material from the video section of our class)

Critique & Feedback: Project 2

Homework:

Reading (see eLearning: Navas)

**Week 11: November 4**

Lecture/Discussion *Im/material Regeneration (Eduardo Navas)*;

Craft: HTML/CSS (Dreamweaver or TextWrangler or Sublime Text)

Homework:

Assignment 7, Reading (see eLearning: Debord)

**Week 12: November 11** Assignment 5 Due

Lecture/Discussion *Appropriation & The Society of the Spectacle*

Craft: Container Div (Dreamweaver or TextWrangler or Sublime)

Homework:

Assignment 8, Reading (see eLearning: Sonvilla-Weiss)

**Week 13: November 18** Assignment 6 Due

Lecture/Discussion *Mashup Cultures (Sonvilla-Weiss)*

Craft: Javascript (Light—easy things you can implement now)

Homework:

Begin working on Project 3

**-- Fall Break --**

**Week 14: December 2**

Lecture/Discussion *Set up for the in-class challenge*

Craft: Lab Challenge (work in groups)

Homework:

Continue working on Project 3

**Week 15: December 9** Quiz 3 in class

Quiz 3 (will only include material from the web section of our class)

Lecture/Discussion *Review & Answer Your Final Questions*

Craft: Work towards the completion of Project 3

Homework:

Complete Project 3 and Prepare for the final exam

**Week 16: December 17** Final Exam, Project 3 is due

Final Exam (comprehensive) and Project 3 is due

### ***Grading Policy***

All points add up to 100, so each point is equivalent to 1 percent of your final grade.

Date	Topic and What's Due	Point Value
8.26	Introductions	00
9.02	The Language of New Media: Modularity Assignment 1 is due	02
9.09	LoNM: Automation, Assignment 2 is due	04
9.16	LoNM: Variables, Assignment 3 is due	04
9.23	Quiz 1	10
	Project 1 Critique & Feedback	10
9.30	Participatory Culture + Transmedia (Jenkins)	00
10.07	Transmedia Synergies—Remediating Films and Video Games (Stork); Video 1: Footage	00
10.14	Machinima and Barthes; Video 2: Editing Assignment 4 is due	10
10.21	Outputting + Sharing Video	00
10.28	Quiz 2	10
	Project 2 Critique & Feedback	10
11.04	Im/material Regeneration (Eduardo Navas); Basic HTML/CSS Assignment 5 is due	05
11.11	Appropriation, The Society of the Spectacle; Container Divs Assignment 6 is due	05
11.18	Mashup Cultures (Sonvilla-Weiss); Javascript (Light)	00
12.02	Lab challenge (putting it all together)	00
12.09	Last day of class: Quiz 3, Lab/Final Review	10
12.16	Project 3 (Due)	10
	Final Exam	10
Total Points		100

### ***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.

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

There are 3 sections in the course (based on student feedback): graphics, video, web. For each section there are assignments (adding up to 10 points), a single project that culminates at the end of the section (10 points), and a quiz based on materials presented in the section (10 points). Here's another table that illustrates this slightly more generalized view of the course:

Type of Assessment	Description	Total Points
6 Assignments	Assignments are simple assessments of your skills. They should be simple to conceptualize & complete.	30
3 Projects	Projects should demonstrate a mastery of the concepts and skills presented in each section of the class.	30
3 Quizzes	Three 10-point quizzes assess your understanding of class materials.	30
1 Final Exam	The final exam will be a comprehensive, traditional assessment of your comprehension of the concepts presented in the course.	10
Total	Add it up, add it up...	100

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***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 project will be late. You will be penalized (3 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.***