Syllabus

MART 101: Making Media That Matters

Professor	Simon Tarr	Office Hours	
Office	318 McMaster College	Course Format	
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Bulletin Description

Introductory media arts creation and study for non-majors, with emphasis on developing an individual aesthetic for screen and related media. (3 credit hours)

Full Course Description

Introductory media arts creation and study for non-majors. Developing an individual aesthetic for the screen and related media by becoming proficient in the conception, creation, and refinement of graphics, audio, and video, while emphasizing the histories and theories that led to and support the current state of the media arts.

This course meets the Carolina Core Learning Outcome for Aesthetic and Interpretive Understanding (AIU).

Prerequisite

There is no prerequisite for enrollment into MART 101.

Learning Outcomes

Students who successfully complete MART 101 will be able to:

- demonstrate proficiency in media art processes in the areas of graphics, audio, and video;
- analyze and apply aesthetic principles when examining, critiquing, and creating media artworks;
- interpret and apply understanding of principles, history, and theory of media art creation;
- interpret and apply understanding of principles of fair use in copyrighted works.

The learning outcomes of this course are identical to those of a face-to-face version of this course.

Texts and Course Materials

There is no textbook to purchase for this course. There are required articles that will be provided as links in Blackboard, and they are listed in the bibliography of this syllabus.

The primary instruction is through online videos created for this course. You must be able to view the videos to complete the course.

Technology Requirements

The creative work for this class will be done using Adobe software, and the videos for this class are created demonstrating those pieces of software. To be able to do the work of this course, you will need regular access to Adobe Creative Cloud software. This software is available in many University computer labs and libraries, and you may also use a one-month trial of the software to complete your work. However, if you plan to use your own computer to do the work for longer than the one-month free trial, you will need the software to be able to continue working. The software is discounted for students and is available as a monthly subscription here: http://adobe.ly/1UdLvnQ.

Your computer must be able to run the software, the minimum requirements are here: http://adobe.ly/1UdJ3gV (your computer can probably handle it). If you do not have access to this software during the assignments, you will not be able to complete the course. It is the student's responsibility to ensure access to the

software. If you do not have access to the software to complete the assignments it will result in no credit for assignments.

Assignments, exams, quizzes, readings, discussions, and videos are all located on the Blackboard site for this course. You must have access to a computer with reliable Internet access to check Blackboard daily, communicate online, post assignments, and to view the video lessons for this course. This means you will need:

- Access to a working computer that has a current operating system with updates installed;
- Adobe Creative Cloud software (or Adobe Creative Suite no older than CS6);
- Speakers or headphones to hear course presentations (transcripts provided);
- Microphone to record critiques (if you have a webcam, this will work fine);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- A text editor or word processing program;
- Data storage for your work, such as a USB drive or cloud storage; and
- Basic computer skills (listed in the next section).

Minimum Technical Skills Needed

You will learn the media art skills necessary fro this class—no prior media art skills are necessary. However, minimal technical skills are needed in this online course. All work in this course must be completed and submitted online through Blackboard. Therefore, students must have consistent and reliable access to a computer and the Internet. The minimal technical skills students should have include the ability to:

- Use a keyboard and mouse;
- Organize and save electronic files;
- Use a tex editor or word processor;
- Use USC email and attached files;
- Check email and Blackboard daily;
- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

Technical Support

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the **Self-Service Portal** or visit the **Carolina Tech Zone**. The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at UofSC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Course Communication

You must use your USC email account throughout this course. I will be communicating with you regarding the course and your assignments. Generally, I will reply to emails within 24 hours during regular business hours. Students may also post questions pertaining to the course on the Blackboard Discussion Board, and there I and other students will discuss any questions you may have about the course or class material.

Module Schedules and Deadlines

This course is online only, but it is not self-paced. The modules progress regularly through the term and have concrete deadlines that you must meet, in order, to progress through the course. It is imperative that you: read the syllabus carefully (during the course as well as at the beginning), check your email daily, check Blackboard daily and monitor the announcements and discussions there.

Missed or Late Assignments

No late work is accepted. If you miss an assignment, you cannot make it up. All projects, quizzes, exams, discussions, responses, and homework must be submitted online through Blackboard by the posted deadline. You can access assignments as often as you like until they are due. To avoid missing deadlines, you should post assignments well before they are due, and begin projects and exams as soon as they are made available. There are no exceptions to this, including technical support problems, user error, or missing software.

Security

All coursework is secured through Blackboard with your username and password; only you and the professor know your scores. You will share your art submissions with a group of student peers for discussion, but like your quizzes your scores will be private.

Course Requirements

There are 100 points available to earn in this course, and you earn them by completing projects, participating in group discussions, and taking quizzes. The scoring rubrics for each of these graded assignments are posted on Blackboard when the assignment is made available. You will always know exact what you need to do to get the grade you want.

Project 1: APP (15 points). Using appropriate vector graphics techniques, you will design and create an icon and wireframe for a hypothetical mobile app that you would want to use that does not exist. You will be graded on successfully following specifications and on aesthetic a creative elements. Detailed technical specifications you must follow are posted with the assignment on Blackboard.

Project 2: SELF (15 points). Using appropriate raster graphics techniques, and incorporating elements from the APP project, you will design and create a web page mockup to promote the brilliant app you have designed. You will be graded on successfully following specifications and on aesthetic a creative elements. Detailed technical specifications you must follow are posted with the assignment on Blackboard.

Project 3: RING (15 points). Using appropriate audio post production techniques, you will design and create an alert sound that your app from the APP and SELF projects would make to draw attention to an event. Alternately, you may design a ringtone for a phone. You will be graded on successfully following specifications and on aesthetic a creative elements. Detailed technical specifications you must follow are posted with the assignment on Blackboard.

Project 4: MOVE (15 points). Using appropriate video editing techniques, use elements you created in the APP, SELF, and RING projects, along with linked public domain photo and video resources, to create a short promotional video for your new app. You will be graded on successfully following specifications and on aesthetic a creative elements. Detailed technical specifications you must follow are posted with the assignment on Blackboard.

Introduction Discussion Post (3 points). In the indicated Blackboard discussion forum, introduce yourself to the rest of the class and tell us a little bit about yourself. Required details to include are posted with the assignment on Blackboard.

Voicethread Discussion Group Critiques (3 sessions at 3 points each). You will be added to a small group for the duration of the term, and in that group you will give and receive critique for the APP, SELF, and RING projects. These critiques will take place in the Blackboard online discussion forums, and in your posts you will use a technology called VoiceThread to talk about and annotate you're peers' work, applying aesthetic principles and critique techniques from class. Detailed required elements of the critiques are posted with the assignment on Blackboard. The professor will also participate in these critiques. You will be graded on the thoughtfulness and thoroughness of your critiques, according to the module in this course on critique.

Syllabus Quiz (3 points).

Computing Modules Quiz (5 points).

Graphics Modules Quiz (5 points).

Audio Module Quiz (5 points).

Video Module Quiz (5 points).

Fair Use Quiz (5 points).

Course Requirements	Points
Project 1: APP	15
Project 2: SELF	15
Project 3: RING	15
Project 4: MOVE	15
Introduction post	3
Voicethread Discussion Group critique 1	3
Voicethread Discussion Group critique 2	3

Course Requirements	Points
Voicethread Discussion Group critique 3	3
Syllabus quiz	3
Computing module quiz	5
Graphics module quiz	5
Audio module quiz	5
Video module quiz	5
Fair Use module quiz	5
TOTAL	**100**

Final Grade	Total Point Range
A	90-100
B+	86-89
B	80-85
C+	76-79
C	70-75
D+	66-69
D	60-65
F	0-59

You will take a quiz after each module, and you must take it by the posted deadline. You take quizzes on Blackboard in your web browser, like any other course component. Quizzes are timed, must be taken all at once, and may only be taken once. All of the quizzes are open note. You will take the quizzes online in the Blackboard environment, and they will be administered using a technology called Respondus, which will restrict your access to course materials and other web sites while you are taking the quiz. Questions may be true/false, multiple choice, short answer, essay, or any other question style that might be appropriate to the subject matter.

Evaluation and Grading Scale

Assignments submitted on time will typically be scored and posted within five business days. Scores will be posted on Blackboard and will always be visible to you. Your final grade for the term will then be based on the total points earned.

Academic Integrity

Note the following sections of University policy. First:

"It is the responsibility of every student at the University of South Carolina to ... avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this rule or who knowingly assists another to violate this rule shall be subject to discipline" (Student Affairs Policy 6.25)."

Second:

"Academic ethical behavior is essential for an institution dedicated to the promotion of knowledge and learning... All members of the

University Community have a responsibility to uphold and maintain the highest standards of integrity in study, research, instruction, and evaluation; as well as adhering to the Honor Code" (USC Statement of Academic Integrity)."

Serious business. Even though we may be doing non-traditional academic work in an art program, it still applies. Be mindful. Things like: failing to credit material or contributions, using improperly acquired assets, turning in the same project for multiple classes, using someone else's work, and so on—these are examples of such misrepresentations. They can result in failing the assignment, the class, and additional disciplinary action. If I discover that any violation of standards has occurred, it must be reported to the Office of Academic Integrity. Familiarize yourself with the University's honor code and sanctions here: http://bit.ly/1TDbJmA

Students With Disabilities

This course complies with the Americans with Disabilities Act of 1990. Students with disabilities are encouraged to contact me within the first week of the semester to discuss the logistics of any accommodations needed to fulfill course requirements. In order to receive reasonable accommodations from the instructor, students must be registered with the Student Disability Resource Center: 777-6142, TDD 777-6744, email sasds@mailbox.sc.edu, or stop by Close-Hipp Suite 102. All accommodations must be approved through the Student Disability Resource Center.

Student Success

Learning and refining new media skills is no different from learning a musical instrument or a new language—you have to practice regularly! Regular practice and progressive building of skills is built into the design of this course, but it is up to you to commit the time. That means starting work as soon as it is assigned, and practicing even if there's nothing immediately due. Your perseverance will eventually be rewarded.

Nevertheless, this isn't camp—it's still an academic class. Your writing and communication skills are still important, you still need to practice discipline in learning and applying information. Those skills also need practice, and sometimes they get rusty, so there are some good resources to help. Don't be afraid (or embarrassed) to look up the Student Success Center (http://www.sa.sc.edu/ssc/), Academic Centers for Success (http://www.housing.sc.edu/ace/), to brush up on those skills.

Bibliography

Center for Media and Social Impact. (2015). Fair use frequently asked questions. Retrieved from http://bit.ly/1UdGjA4.

Chapman, C. (2010). Everything you need to know about image compression. Noupe. Retrieved from http://bit.ly/1UdGAmB.

Gomez, J. (2015). Painting with pixels, drawing with vectors. Vector Conversions. Retrieved from http://bit.ly/1UdGo6R

Gordon, W. (2011). How to build a computer. Lifehacker. Retrieved from http://bit.ly/1UdFszx.

Panchaud, M. (2016). Infographic Adaptation of Star Wars: A New Hope. Retrieved from http://bit.ly/1UdHfoi

Panchaud, M. (2016). Making of Infographic Adaptation of Star Wars: A New Hope. Retrieved from http://bit.ly/27SAsb6

Presonus. (2015). Audio Sample Rate and Bit Depth. Retrieved from http://bit.ly/1UdGQIC

Timetable

Introduction Module

Topic	Assignments	Due Dates
Start Here	Review "Start Here" on Blackboard	
	Read the Syllabus	
	Watch Video: Introduction to Class	
	Watch Video: Orientation to Blackboard	
	Read and review emails, announcements, and discussion boards.	

Syllabus Quiz	Fri., xx/xx	
Introduction Discussion Post	Fri., xx/xx	
		Module Tota

Computing Module 1

Topic	Assignments	Due Dates
How your computer works, and how to use it for media.	Watch and Review Videos: Understanding your computer hardware (in general).	
	Read and review Gordon "How to Build a Computer"	
	Watch and Review Video: Understanding computer hardware and software (for media).	
	Watch and Review Video: Understanding software: installation and control.	
	Create Adobe account	
	Install Adobe Creative Cloud Software	
	Read and review emails, announcements, and Q&A discussion boards.	
		Module Tota

Graphics Module 1

Topic	Assignments	Due Dates
Intro to graphics and beginning vectors.	Watch and review videos: Overview of graphics.	
	Watch and review videos: Vector graphics.	
	Watch and review videos: Tutorials on creating, designing, and manipulating vector graphics.	
	Watch video: About the APP project	
	Practice vector techniques from tutorials	
	Work on APP project	
	Submit APP project	Fri., xx/xx
	Read and review emails, announcements, and Q&A discussion boards.	
		Module Tota

Media Art Aesthetics and Critique

Topic	Assignments	Due Dates
Composition and aesthetics: creating, observing, and talking about media art.	Watch and Review Videos: Aesthetics of composition.	
	Watch and Review Videos: Rudiments of media design.	
	Watch and Review Videos: Giving and receiving criticism on your artwork.	
	Continue practicing vector techniques from tutorials.	
	Watch video: about Group Critique assignment 1	
	Use voicethread to view and critique APP projects from your group.	
	Watch and review peer critiques of your APP project.	
	Read and review emails, announcements, and Q&A discussion boards.	

Module Tota

Graphics Module 2

Topic	Assignments	Due Dates
Creating raster and hybrid graphic media art.	Watch and review videos: Raster graphics.	
	Watch and review videos: Working across applications and techniques.	
	Read Gomez, "Painting pixels, drawing with vectors"	
	Read Panchaud, "Making of Infographic Adaptation of Star Wars: A New Hope" & accompanying inforgraphic	
	Watch and review videos: Tutorials on creating, designing, and manipulating raster graphics.	
	Watch video: About the SELF project	
	Practice raster techniques from tutorials	
	Continue practicing vector techniques from tutorials.	
	Work on SELF project	

Read and review emails, announcements, and Q&A discussion boards.

Submit SELF project   Fri., xx/xx

Graphics Modules Quiz (covers Graphics Module 1 and 2)   Fri., xx/xx

Module Tota

Computing Module 2

Topic	Assignments	Due Dates
File Formats and compression.	Watch and Review Videos: File formats—general computing.	
	Watch and Review Videos: File formats—graphics and media.	
	Watch and Review Videos: Compression and codecs.	
	Read Chapman, "Everything you need to know about image compression"	
	Continue practicing raster techniques from tutorials.	
	Continue practicing vector techniques from tutorials.	
	Watch video: about Group Critique assignment 2	
	Use voicethread to view and critique SELF projects from your group.	
	Watch and review peer critiques of your SELF project.	
	Read and review emails, announcements, and Q&A discussion boards.	
	Computing Modules Quiz (covers Computing Module 1 and 2)	Fri., xx/xx

Module Tota

Audio Module

Topic	Assignments	Due Dates
Audio Techniques and Sound Design	Watch and review videos: Principles of sound.	
	Watch and review videos: Audio compression and delivery techniques for media.	
	Read Presonus, "Audio sample rate and bit depth"	
	Watch and review videos: Tutorials on creating, designing, and manipulating audio.	

Watch video: About the RING project

Practice audio techniques from tutorials.

Work on RING project

Continue practicing raster techniques from tutorials.

Continue practicing vector techniques from tutorials.

Read and review emails, announcements, and Q&A discussion boards.

Submit RING project		Fri., xx/xx
Audio Module Quiz		Fri., xx/xx

Module Tota

Fair Use Module

Topic	Assignments	Due Dates
Fair Use and Copyright for Media Makers	Watch and review videos: Copyright and Fair Use for Media Makers	
	Read CMSI "Fair Use Frequently Asked Questions"	
	Watch video: about Group Critique assignment 3	
	Use voicethread to view and critique RING projects from your group.	
	Watch and review peer critiques of your RING project.	
	Continue practicing audio techniques from tutorials.	
	Continue practicing raster techniques from tutorials.	
	Continue practicing vector techniques from tutorials.	
	Read and review emails, announcements, and Q&A discussion boards.	
	Fair Use Module Quiz	Fri., xx/xx

Module Tota

Topic	Assignments	Due Dates
Principles of video media.	Watch and review videos: Principles of video.	
	Watch and review videos: Video compression and delivery techniques for media.	
	Watch and review videos: Tutorials on creating, designing, and manipulating video.	
	Watch video: About the MOVE project	
	Practice video techniques from tutorials.	
	Work on MOVE project	
	Continue practicing audio techniques from tutorials.	
	Continue practicing raster techniques from tutorials.	
	Continue practicing vector techniques from tutorials.	
	Read and review emails, announcements, and Q&A discussion boards.	

Module Tota

Video Module 2

Topic	Assignments	Due Dates
Postproduction, editing, and delivery of video media.	Watch and review videos: Video compression and delivery techniques for media.	
	Watch and review videos: Best practices for combining forms and formats.	
	Watch video: Future directions, what to do next to continue your media work?	
	Work on MOVE project	
	Continue practicing video techniques from tutorials.	
	Continue practicing audio techniques from tutorials.	
	Continue practicing raster techniques from tutorials.	
	Continue practicing vector techniques from tutorials.	
	Read and review emails, announcements, and Q&A discussion boards.	
	Video Modules Quiz (covers Video Module 1 and 2)	Fri., xx/xx

Module Tota

Total minutes for semester: 6410