ART204
Media, Design, Culture

What we see strongly guides what we do: To an extent, we enact what we imagine.
Trevor Paglen, The Dark Geography of the Pentagon’s Secret World

COURSE DESCRIPTION
Current and historical media processes and their impact on art, design and culture. Image making and manipulation, video, audio, interactivity, and connectivity. Viewing fine art and design projects, the historical aspects of design and digital media, basic media theory, and universal principles of software and digital media. Projects include writing, creating visual media, and making presentations. Unfamiliar media experienced firsthand through exhibitions, screenings, lectures, Online exploration and consumer media devices.

COURSE WEBSITE
www.udel.edu/canvas: This will be our course site. This site is how I will introduce materials necessary for success in the course, post announcements, update course schedule, administer quizzes and upload grades. Check it daily.

REQUIRED MATERIALS
Download Poll Everywhere app to your phone, laptop, or tablet.
Download Canvas Instructure to your phone, laptop, or tablet

READINGS
Other readings will be posted on Canvas. You may be tested on information from readings that is not specifically discussed in class. They expand on material covered in class in a more detailed way and are essential to understanding the concepts thoroughly. Do not expect to do well on tests or keep up with the course content if you do not read. Class presentations are not re-presentations of readings. Questions from readings may show up in tests. All texts are easy to understand and well written.

COURSE OBJECTIVES
+ Understand how media affect the way we receive and perceive information
+ Examine some of the social and cultural issues inherent in media and technologies
+ Understand the basic principles behind commonly used computer software
+ Understand how the language of signs (semiotics) works in media to communicate ideas

COURSE STRUCTURE
Media-filled presentations, in-class discussions, readings, multiple choice tests, group student presentations. There are no pre-requisites for the course and it is open to any University of Delaware student. The course is required for all art students, Visual Communications sophomores, Advertising minors, and can be used as an elective for the Interactive Media and Art minors. It also satisfies a Group A requirement for the College of Arts and Sciences. Use it as ground from which to generate unique solutions to both virtual-and physical-space design problems.

CLASS SLIDE PRESENTATION
The presentations will be Online by the day after class in PDF format. If they are not, please email me immediately. Please honor the copyright of all material distributed in class, including presentations. If I find that anything has been copied and posted elsewhere, I will stop providing the presentations to be viewed later.
ATTENDANCE
Attendance is mandatory. Four unexcused absences will result in your final grade decreasing by one letter grade (that is, you are allowed three unexcused absences). For example, if your final grade is a ‘C’, Four unexcused absences will cause it to fall to a ‘D’. Subsequent absences will cause it to fall further, one letter grade for each absence. Arriving to class late and/or leaving early three times will count as one unexcused absence. To avoid unexcused absences, please consult with the instructor or the TA before you miss class. Work not submitted on the designated due date will be considered late.

If you miss class it is your responsibility to find out what you missed from a fellow classmate or review the modules on canvas.

Excused absences require a written note from a doctor or other documentation. The first three do not require documentation. Excused absences include doctor-verified illness, religious holidays, emergencies, etc. Events like job interviews, having to cover for someone at work, pick up your ____ at the airport, weddings, leaving early for Thanksgiving, etc. are not excused. That’s why you get three.

Give all documentation necessary for an excused absence before or after class. Habitual lateness will affect your grade. If you have to leave early, please let me know. Otherwise it looks like you are just walking out.

If you miss an in-class graded activity, you can make it up for a reduction of 10% for every class it is late. Ex: If the assignment is due at 3:30 on Tuesday anything turned in after that and before class on Thursday at 3:30 will be reduced by 10%, anything turned in after 3:30 on Thursday will be reduced by 20%.

LATE WORK
Late work will be marked down two thirds of a letter grade (7%) for each week it is late. (‘A’ level work will receive a ‘B+’ when turned in one week late. After two weeks, that ‘A’ level work becomes a ‘B-‘.) Late work may be revised up to the amount that it is penalized, so it is better to turn something in each week rather than nothing at all. For example, the highest grade that you can earn for a project that is one week late is a ‘B+’. If you fail to turn in an assignment at all then I will not be able to give you a passing grade.

EMAIL
PLEASE refer to the assignment sheet and information on Canvas before emailing questions. Include your real name in the correspondence and a descriptive subject line. Adding ART204 will help. Allow a day for a response. If you miss a quiz or test for a legitimate reason (documented illness or other excused absence), you must make it up during the assigned makeup date/dates. You may also have a different version of the quiz or test.

EVALUATION
There are no papers for this class. In-class assignments will take a variety of forms and may not be announced in advance. You are responsible for making up all assignments if you add the class late.

Tests and Quizzes - 300 points 75%
Random in-class assignments 100 points 25%
Total 400 points

GRADING RUBRIC
A 95-100% C+ 78-79.9%
A- 90-94.9% C 73-77.9%
B+ 88-89.9% C- 70-72.9%
B 83-87.9% D+ 68-69.9%
B- 80=82.9% D 63-67.9%
D- 60-62.9%
F 59 and below

Professor Morgan Hamilton, morgham@udel.edu, Office hours by appointment only, Classes meet T/R 12:30-3 pm
DISABILITY SUPPORT SERVICES
Any student who thinks he/she may need an accommodation based on a disability should contact the Office of Disability Support Services (ODSS) office as soon as possible. The ODSS is located at 240 Academy Street, Alison Hall Suite 130, Phone: 302-831-4643, fax: 302-831-3261, website: www.udel.edu/DSS (Links to an external site.) You may contact ODSS at dssoffice@udel.edu

DISCLAIMER
Media and communication theory can be controversial. You will not be forced to agree with any point of view. We will remain objective in looking at different ideas. Keep your mind open to thinking about things differently. People thought theorist Marshall McLuhan was a crackpot and much of what he predicted in the early 1960s sounds just like the current Internet. The class will work best if everyone feels free to voice their opinions and stays respectful. We can disagree amicably and remain rigorous in our critical thinking. I will do my best to warn you about potentially offensive material. If you find something offensive, raise your hand and let me know.
ART204
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Tentative Schedule

Part 1 — How Visual Language Works

W1
T 2/6
— Class introduction and syllabus coverage
— Overview of course topics
— Introduction to canvas as interactive portal
R1: Seeing Is Believing: Introduction - Image and Imagination

R 2/8
— The brain receiving, comprehending and interpreting images
— Social identity, taste cultures, terms on p47
R2: SIB: Ch 1 - Seeing Is Believing

W2
T 2/13
— What we see v. what we believe
— Analogies, metaphor, simile, condensation, displacement, culture, stereotypes
R3: SIB: Ch 2 - How We See p49-67

R 2/15
— Semiotics
— All terms on p77
R4: SIB: Ch 2 - How We See p67-77

W3
T 2/20
— Representation, Encoding/Decoding, Focal points, Model of Communication
— Connotation, denotation, focal points model of communication, representation, en/decoding

R 2/22
— Representation, Encoding/Decoding, Focal points, Model of Communication
— Connotation, denotation, focal points model of communication, representation, en/decoding

Part 2 — Why Media Matters

W4
T 2/27
— Introduction to theories of Marshall McLuhan
R 3/1
— McLuhan, media and the message
— “What if he is right?” Do his theories hold up?
R6: Marshall McLuhan *The Medium Is The Message* p40-76
R7: Tom Wolfe “What If He Is Right?”

W5
T 3/6
— Current relevance of McLuhan’s theories and new theories on media culture
— Study for test on Ch 1 + 2 and R1 - R7
R8: *SIB*: Ch 3 - Elements of Visual Communication

R 3/8
— Elements of Visual Communications

**Part 3 — Creating Media**

W6
T 3/13
— **T1: Ch 1+2 and R1-R7**
R9: *SIB*: Ch 4 - Typography and Graphic Design

R 3/15
— Print: Graphic Design/Print Advertising
R10: *SIB*: Ch 5 - Photography

W7
T 3/20
— Photography
R11: *SIB*: Ch 6 - Film

R 3/22
— Film
R12: Video Production Techniques.PDF

W8

**SPRING BREAK**

W9
T 4/3
— Film
R13: *SIB*: Ch 7 - Television

R 4/5
— Television
R14: Assignment sheet for final presentation distributed with film list.

W10
T 4/10
— Assignment explained, final group presentations
— How to create and give a presentation, www.pechakucha.org
R15: *SIB*: Ch 8 - Comics, Cartoons, and Animation

R 4/12

Professor Morgan Hamilton, morgham@udel.edu, Office hours by appointment only, Classes meet T/R 12:30-3 pm
— Comics, cartoons and animations

**R16: SIB: Ch 9 - Computers and Graphics**

**W11**

T 4/17

— Digital and New Media (software), social media, emerging technologies
— Must name group members and film by today

**R17: Cinematography Theory and Practice**

R 4/19

— Work in-class on final group presentations

**Part 4 — Applying Effects of Media**

**W12**

T 4/24

— A-L Work in-class on Final group presentation
— M-Z Artist talk TBD

R 4/26

— M-Z Work in-class on Final group presentation
— A-L Artist talk TBD

**W13**

T 5/1

— STUDENT GROUP PRESENTATIONS

R 5/3

— STUDENT GROUP PRESENTATIONS

W13

T 5/9

— STUDENT GROUP PRESENTATIONS
— Study guide for T2: Final Exam

R 5/11

— STUDENT GROUP PRESENTATIONS
— Study guide for T2: Final Exam

**W13**

T 5/15

— **T2: Final Exam**