ART 204 Media Design Culture

**Faculty contact information:**
Jon Cox | joncox@udel.edu
Office Room 104 Taylor Hall
Office Hours: Tuesday / Thursdays 12:00-12:30 and by appointment
jon.cox61 for Skype video chats

**Graduate Teaching Assistant contact information:**
Caleb Weiss
cweiss@udel.edu

**Course Description:**
*New ideas are explored from the context of current and historical media processes and their impact on art, design, culture and entrepreneurship. Hands-on creating incorporates image making/manipulation, video production, audio capture, interactivity, and connectivity to infuse creative thinking. Through viewing, making and analyzing fine art and design projects, the historical aspects of design and digital media, basic media theory, and universal principles of software and digital media are reinforced. Projects include analytical writing, creating visual media, and making presentations. Unfamiliar media is experienced firsthand through exhibitions, screenings, lectures, online exploration and consumer media devices.*

**Required Textbook:**

**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 Art 204 students will:**
- 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, weekly multiple choice quizzes, weekly assignments, 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 starting F15, 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.

**Class slide presentations:**
The presentations will be online by the day after class in PDF format. Please honor the copyright of all material distributed in class, including presentations.

**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 TA before you miss class. Work not submitted on the designated due date will be considered late.

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...

Upload the documentation necessary for an excused absence to Canvas.
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 only make it up if you have an excused absence, which requires documentation. You must make arrangements before the next class period.

**Correspondence:** 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 at least 24 hours for a response.

If you miss a test for a legitimate reason (documented illness or other excused absence), you will be given the chance to make it up at the midterm or at the end of the semester.

**Assignments and Grading:**
Weekly assignments will take a variety of forms and are listed below.

Tests and Quizzes - 300 points 75%
In-class assignments 100 points 25%

Total 400 points
Grade Scale

A  95 - 100%
A-  90 – 94.9%
B+  88-89.9%
B   83 - 87.9%
B-  80-82.9%
C+  78 - 79.9%
C   73 - 77.9%
C-  70 - 72.9%
D+  68-69.9%
D   63 – 67 .9%
D-  60 – 62 .9%
F   59 and below

Academic Integrity:
Please familiarize yourself with UD policies regarding academic dishonesty. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, to re-submit the same assignment for different classes, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.

http://www1.udel.edu/studentconduct/policyref.html  Office of Student Conduct, 218 Hullihen Hall, (302) 831-2117. E-mail: student-conduct@udel.edu .

Harassment and/or Discrimination:
The University of Delaware works to promote an academic and work environment that is free from all forms of discrimination, including harassment. As a member of the community, your rights, resource and responsibilities are reflected in the non-discrimination and sexual misconduct policies. Please familiarize yourself with these policies at www.udel.edu/oei. You can report any concerns to the University’s Office of Equity & Inclusion, at 305 Hullihen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the EthicsPoint Compliance Hotline at www1.udel.edu/compliance .

It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of a person's race, color, national origin, gender, sexual orientation, disability, religion, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission. Contact the Office of Equity and Inclusion http://sites.udel.edu/sexualmisconduct/how-to-report/ if you believe a violation has occurred.

Faculty Statement on Disclosures of Instances of Sexual Misconduct:
If, at any time during this course, I happen to be made aware that a student may have been the victim of sexual misconduct (including sexual harassment, sexual violence, domestic/dating
violence, or stalking), I am obligated to inform the university’s Title IX Coordinator. The university needs to know information about such incidents in order to offer resources to victims and to ensure a safe campus environment for everyone. The Title IX Coordinator will decide if the incident should be examined further. If such a situation is disclosed to me in class, in a paper assignment, or in office hours, I promise to protect your privacy--I will not disclose the incident to anyone but the Title IX Coordinator. For more information on Sexual Misconduct policies, where to get help, and how to reporting information, please refer to www.udel.edu/sexualmisconduct. At UD, we provide 24-hour crisis assistance and victim advocacy and counseling. Contact 302-831-1001, UD Helpline 24/7/365, to get in touch with a sexual offense support advocate.

For information on various places you can turn for help, click here. For more information on Sexual Misconduct policies, where to get help, and reporting information please refer to www.udel.edu/sexualmisconduct.

**Inclusion of Diverse Learning Needs:**
This course is open to all students who meet the academic requirements for participation. Any student who has documented a need for accommodation should contact Disability Support Services and the instructor privately to discuss the specific situation as soon as possible. Disability Support Services can be reached at 302-831-4643, or dssoffice@udel.edu. DSS staff will coordinate accommodations for students.

Please note: The University of Delaware is committed to all students’ learning and welcomes students with disabilities. If you have a documented disability and need for an accommodation in this course, please contact the Office of Disability Support Services located at dssoffice@udel.edu or call 302-831-4643 to coordinate accommodations.

**Non-Discrimination Statement, (July 2017)**
The University of Delaware does not discriminate against any person on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, genetic information, marital status, disability, religion, age, veteran status or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence.

For inquiries or complaints related to non-discrimination policies, please contact:
Director, Institutional Equity & Title IX Coordinator
Susan L. Groff, Ed.D. groff@udel.edu
305 Hullihen Hall Newark, DE 19716 (302) 831-8063

For complaints related to Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, please contact: Director, Office of Disability Support Services, Anne L. Jannarone, M.Ed., Ed.S. - ajannaro@udel.edu
Special Events TBA:

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, please raise your hand and let me know.**

Schedule:

**Week 1**
Lecture - Introduction
Assignment 1 - INSTAGRAM MANIPULATION

**Week 2**
Lecture – Chapter 1
Quiz 1 – Introduction
Assignment 2 - ARCHETYPES

**Week 3**
Lecture – Chapter 2
Quiz 2 – Chapter 1
Assignment 3 – ADVERTISING ANALYSIS

**Week 4**
Lecture – Chapter 3
Quiz 3 – Chapter 2
Assignment 4 – REDESIGN A LOGO

**Week 5**
Lecture – Chapter 4
Quiz 4 – Chapter 3
Assignment 5 - ELEMENTS OF VISUAL COMMUNICATION

**Week 6**
Lecture – Chapter 5
Quiz 5 – Chapter 4
Assignment 6 - TYPE & IMAGE

Week 7
Review Session
Midterm

Week 8
Lecture – Chapter 6
Quiz 6 – Chapter 5
Assignment 7 – PHOTOGRAPHIC DIPTYCHS

Week 9
Lecture – Chapter 7
Quiz 7 – Chapter 6
Assignment 8 - FILM ANALYSIS

Week 10
Lecture – Chapter 8
Quiz 8 – Chapter 7
Assignment 9 - COMMERCIAL ANALYSIS

Week 11
Lecture – Chapter 9
Quiz 9 – Chapter 8

Week 12
Quiz 10 – Chapter 9

Week 13
Group Final Projects

Week 14
Group Final Projects

Week 15
Review Session
Final Exam

Special Events TBA: