Art 204 Media Design Culture

Credits: 3, Section(s): 010
Semester: Fall, Year: 2021
This course is fully online and asynchronous

1. Instructor Information

Aaron Terry aterry@udel.edu **Teaching Statement:**

As an experienced artist, designer and classroom teacher, I believe art can be used as a means of investigation, awareness for personal, cultural and social means of expression. Learning is a process of discovery and the teacher's main responsibility is to provide and promote an environment that makes discovery inevitable. I design a syllabus and model a work ethic that encourages students to make discoveries organically through rigorous exercise and practice in the medium and knowledge of information. In this way, students make realizations that are more personal and enduring. I want students to become proficient in fundamental skills needed to communicate concepts and create original work. Students should be able to defend and critique work in an educated and informed manner both verbally and in writing.

Graduate Teaching Assistant

Nicholas Callaway njcal@udel.edu

Graduate Teaching Assistant
Hannah Kae hkae@udel.edu.

Communication and Contact Information

We want to help you succeed in this course! The best way to reach us is through email (aterry@udel.edu, njcal@udel.edu, hkae@udel.edu). Please email ALL three of us with your question and allow 48 hours Monday - Friday for a response. Office hours are by appointment through Zoom or a phone call, please email ALL of us to arrange a time.

2. Course Delivery & Description

ART 204 Media Culture Design

Course Delivery

This is a fully online asynchronous course allowing you to view the course content on your own time. Assignments, quizzes, the midterm and final are due as indicated in Canvas. It is your responsibility to check canvas on a regular basis, submit work and take the quizzes and exams on the specified due dates.

What is an Asynchronous Course?

An asynchronous online course is one where you complete course work, review materials, and engage with your classmates at your own pace. The course will often have deadlines (e.g. modules with closing dates) and it is up to you to complete required components during that timeframe. Asynchronous online courses have **NO** required "live" or "real-time" video components. In an asynchronous course, you'll be able to:

- Log in any time and from anywhere to access your course
- Participate in discussion boards, or in shared documents, with your classmates at times that are most convenient for everyone
- Communicate with your classmates and instructors regularly, and in multiple modes
- Get quick feedback on your work, and get questions answered easily

Course Description

New ideas are explored from the context of contemporary and historical media processes and their impact on art, design and cultural production and entrepreneurship. Studio-based assignments incorporate image creation and manipulation, editing, audio/video production and interactive media through creative workshopping. Constructive, collaborative ideation examines and questions current issues in art and design in relation to historical trends and narratives in consideration of media theory and universal principles of software and digital media theory. Activities include analytical writing, creating visual media, and dynamic presentations. The exploration of new media is experienced firsthand through screenings, lectures, online activity, exhibitions and creative media tools, devices and software.

Media Design Culture aligns with the current University of Delaware General Education goals and objectives. Through socially engaged studio-based projects, students respond to the world around them and understand some of today's major challenges and debates. Through recorded presentations, virtual studio visits, and writing assignments, students interpret the arts and culture of contemporary and past societies. Studio-based projects are designed to give students the necessary skills to create, innovate, and learn skills that can be carried on and built upon throughout their lives.

This 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.

Repeatable for Credit: No
Allowed Units: 3 credits
Grading Basis: Student Option

Satisfies:
University Breadth: Creative Arts and Humanities
College of Arts and Sciences Breadth: A&S
GROUP A: Creative Arts and Humanities Requirement
Designations: Multicultural Course

Prerequisites

There are no prerequisites for this course.

3. Learning Outcomes

Students who successfully complete this course will:

1. Demonstrate how media affects the way we receive and perceive information
2. Examine some of the social and cultural issues inherent in media and technologies

3. Learn the basic principles behind commonly used computer software
4. Apply the language of signs (semiotics) works in media to communicate ideas

4. Learning Resources

All course resources can be found on Canvas. Unlike many costly studio-based courses where students are required to buy their own paints and brushes, building supplies, and expensive cameras, students in this course will most likely already possess the necessary tools to creatively construct arguments and interpret the world around them. Utilizing cell phones as one of the major creative tools and open-source creative-based software will reduce the need for students to purchase additional equipment. Because no single textbook covers the full scope of this course's content, we use articles and artist interviews to supplement the course lectures and eliminate the need for students to purchase a textbook. These materials are posted to Canvas and are located in the modules section.

Technology

Canvas: In this class, Canvas, UD's online learning management system, will be used for all course activities and communication channels. All assignments will be posted through the Canvas course site unless otherwise directed.

Information on how to use Canvas is available through the Canvas Student Guide .

Canvas can also be accessed via MyUD .

<h1 style="text-align:center">5. Learning Assessment</h1>

There are 5 units in this course. The first 4 units have a quiz and all 5 units have a studio-based assignment incorporating writing as well as required discussion posts. There will also be a cumulative final with a graded study group in preparation for the final and a course evaluation. Final grades are not rounded up. Assignments handed in late will be marked down 10% for each week they are late starting the day after they are due. Grades are updated to the Grades section of Canvas allowing you to determine your grade in this course at any time.

***Please note**, we will begin grading all assignments and discussions the day after they are due. Some assignments will take us several days to complete so please be patient.*

Final Grade Breakdown

The final course grade will be calculated using the following components:

Course Component	Points
Syllabus Quiz	10
Introduce Yourself	10
Unit 1 Discussion Post	5
Unit 1 Assignment	10
Unit 1 Quiz	10
Unit 2 Discussion Post	5
Unit 2 Assignment	10
Unit 2 Quiz	10
Unit 3 Discussion Post	5

Unit 3 Assignment	10
Unit 3 Quiz	10
Unit 4 Discussion Post	5
Unit 4 Assignment	10
Unit 4 Quiz	10
Unit 5 Study Groups for Final Exam	5
Unit 5 Assignment	10
Final Exam	100
Course Evaluation	10
Total Points	**245**

Unit Discussion

Unit discussions are meant to make the readings and assignments relevant and relatable to personal perspective and experience. Discussions can be based upon responses to readings, activities and assignments or in response to other posted discussions generated by students in each Unit.

Unit Quizzes

Unit quizzes are based on the required readings, required presentations and additional required videos.

Unit Assignments

Unit assignments are created to enhance your understanding of the topics discussed. Please pay close attention to the assignment requirements and formatting before uploading to Canvas.

Final Exam

The final exam is cumulative and will be administered through Canvas. If you miss the due date and time for an exam or quiz you will receive a zero.

Grading Scale

Students will be assigned the following letter grade based on the calculation coming from the course assessment section.

Grade	Interval%
A	[[95 and over]]
A-	[[90 to 94.99]]
B+	[[87 to 89.99]]
B	[[83 to 86.99]]
B-	[[80 to 82.99]]
C+	[[77 to 79.99]]
C	[[73 to 76.99]]
C-	[[70 to 72.99]]
D+	[[66.50 to 69.99]]

D	[[63 to 66.99]]
D-	[[59.50 to 62.99]]
F	[[Below 59.99]]

6. Course Calendar

Please view the course [Modules](#) for individual due dates.

7. Course Policy Document

Course Specific Policies

- Students are required to login into Canvas on a weekly basis to complete readings, view presentations and complete studio-based assignments.

- Assignments handed in late will be marked down 10% for each week they are late, starting the day after they are due. EX: if your assignment is due 3/12/2021 at 11:59 pm and you turn it in 3/13/2021 at 1:00 am you will lose 10% and an additional 10% for each additional week you turn it in late.

- Quizzes and Exams may be made up the last week of the semester only if you provide an excused absence. `

Attendance

- This is a fully online asynchronous course allowing you to view the course content on your own time.
- Students are required to login into Canvas on a weekly basis to complete readings, view presentations and complete studio-based assignments.
- Absences on religious holidays listed in university calendars are recognized as an excused absence. Nevertheless, students are urged to remind the

instructor of their intention to be absent on a particular upcoming holiday. Absences on religious holidays not listed in university calendars, as well as absences due to athletic participation or other extracurricular activities in which students are official representatives of the university, shall be recognized as excused absences when the student informs the instructor in writing during the first two weeks of the semester of these planned absences for the semester.

- https://facultyhandbook.udel.edu/handbook/3113-student-class-attendance-and-excused-absence

Communication

We want to help you succeed in this course! The best way to reach us is through email ([joncox@udel.edu,](mailto:joncox@udel.edu) [ezraa@udel.edu,](mailto:ezraa@udel.edu) kdelaney@udel.edu). Please email ALL three of us with your question and allow 48 hours Monday - Friday for a response. Office hours are by appointment through Zoom or a phone call, please email ALL of us to arrange a time.

If you feel uncomfortable with any course material or the views expressed by others in private meetings or discussions during the semester please email the Professor joncox@udel.edu immediately.

All assignment reminders or changes are posted to Canvas as an announcement, please make sure to check/read your email on a daily basis.

UD Policies

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. Complete details of the university's academic integrity policies and procedures can be found at sites.udel.edu/studentconduct/sgup/ Office of Student Conduct, 218 Hullihen Hall, (302) 831-2117. E-mail: student-conduct@udel.edu

Harassment and 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 . You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: sites.udel.edu/sexualmisconduct/how-to-report/

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 by federal law to inform the university's Title IX Coordinator. The university needs to know information about such incidents to, not only offer resources, but to ensure a safe campus environment. 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 reporting information, please refer to www.udel.edu/sexualmisconduct . At UD, we provide 24/7/365 crisis assistance and victim advocacy and counseling. Contact 302-831-1001 to get in touch with a sexual offense support advocate, as well as confidential and anonymous counseling services for other concerns.

Accommodations for Students with Disabilities

Any student who thinks he/she may need an accommodation based on a disability should contact the Office of Disability Support Services (DSS) office as soon as possible. Students who have documentation of their need for accommodation should register via the SAM platform: andes.accessiblelearning.com/UDEL/ . Reach DSS in the following ways: Phone: 302-831-4643, fax: 302-831-3261, DSS website .
Email: dssoffice@udel.edu or visit at 240 Academy Street, Alison Hall Suite 130.
Note: During Covid-19 response call ahead to schedule an appointment to come to office

Non-Discrimination

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: Office of Equity & Inclusion- oei@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: Office of Disability Support Services, dssoffice@udel.edu , Alison Hall, Suite 130, Newark, DE 19716 (302) 831-4643 OR contact the U.S. Department of Education - Office for Civil Rights

Course Summary:

Date	Details	
Sun Feb 13, 2022	Assignment ECC Pre-Course Survey	due by 11:59pm
Tue Feb 15, 2022	Assignment Syllabus Quiz	due by 11:59pm
Sun Feb 20, 2022	Assignment Introduce yourself	due by 11:59pm
Sun Feb 27, 2022	Assignment Discussion Unit 1	due by 11:59pm
Sun Mar 6, 2022	Assignment Assignment - Unit 1	due by 11:59pm
Mon Mar 7, 2022	Assignment Quiz - Unit 1	due by 11:59pm
Sun Mar 20, 2022	Assignment Discussion Unit 2	due by 11:59pm
Sun Mar 27, 2022	Assignment Assignment - Unit 2	due by 11:59pm
Mon Mar 28, 2022	Assignment Quiz - Unit 2	due by 11:59pm

Date	Details	
Sun Apr 10, 2022	Assignment [Discussion Unit 3](#)	due by 11:59pm
Sun Apr 17, 2022	Assignment [Assignment - Unit 3](#)	due by 11:59pm
Mon Apr 18, 2022	Assignment [Quiz - Unit 3](#)	due by 11:59pm
Sun Apr 24, 2022	Assignment [Discussion Unit 4](#)	due by 11:59pm
Sun May 8, 2022	Assignment [Assignment - Unit 4](#)	due by 11:59pm
Mon May 9, 2022	Assignment [Quiz - Unit 4](#)	due by 11:59pm
Sun May 15, 2022	Assignment [Study Group Final Exam](#)	due by 11:59pm
Fri May 20, 2022	Assignment [Course Evaluation](#)	due by 11:59pm
Sun May 22, 2022	Assignment [Unit 5 - Assignment](#)	due by 11:59pm
Wed May 25, 2022	Assignment [Final Exam Fall 2021](#)	due by 11:59pm