

Media Toolkit
Fall 2012
Course Syllabus
Instructor: Eduardo Navas, navase@newschool.edu
Cultural Studies
Eugene Lang College, The New School University
Mondays 9:00 – 11:40 AM

Course Description (as defined by Eugene Lang)

This course situates media in the broader context of an innovative and integrative liberal arts education. As such, it enables students to evaluate and make decisions concerning their relationship to proliferating technologies and various new media. This course combines lectures and lab-work to help students familiarize themselves with various software platforms and multimedia tools, in order to more effectively gather, analyze, contextualize, present, and re-present information within a broad political and cultural framework. After completing the five different modules (intro, image, word, sound, number), students better understand--and are more confident in using--the various modes and methods that enable the critically informed to read between the pixels, as well as meaningfully contribute to the ever-expanding digital public sphere. This is an Integrative course. [Counts for All Tracks]

Emphasis of Class:

In this course students explore the language of media with a hands-on-approach to produce experimental projects. The class is specifically focused on how to create a believable or engaging experience with image, word, sound, and number. Participants will gain an overall theoretical and practical understanding of media production that will prepare them to develop advanced projects for their own interests as well as for future classes.

Class Structure

Class sessions take place on Mondays. Each session consists of a contextualization of the introduced techniques, along with discussions of assigned readings, selected to enhance the understanding of media production. Project assignment critiques will take an entire class session for proper critique. Students will turn in a total of three projects which emphasize the relation of image, word, sound, and number:

Project 1: Pixels
Project 2: Vectors
Project 3: Networks

Learning Outcomes:

1. To understand how form and content are combined to communicate with time-based media.
2. To understand the basic history and theory that is relevant to culture and media.
3. To acquire an advanced understanding of conceptual models important in culture and media.
4. To gain practical knowledge of diverse tools used for media production.
5. To produce projects that communicate messages effectively, and are critically invested.

Plagiarism

Plagiarism is the unacknowledged use of someone else's work as one's own in all forms of academic endeavor (such as essays, theses, examinations, research data, creative projects, etc), intentional or unintentional. Plagiarized material may be derived from a variety of sources, such as books, journals, Internet postings, student or faculty papers, etc. This includes the purchase or "outsourcing" of written assignments for a course. A detailed definition of plagiarism in research and writing can be found in the fourth edition of the MLA Handbook for Writers of Research Papers, pages 26-29. Procedures concerning allegations of plagiarism and penalties are set forth in the Lang catalog.

THE NEW SCHOOL ACADEMIC HONESTY AND INTEGRITY POLICY (excerpt)

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity.

Definitions and Examples of Academic Dishonesty

Academic dishonesty includes, but is not limited to:

- cheating on examinations, either by copying another student's work or by utilizing unauthorized materials
- using work of others as one's own original work and submitting such work to the university or to scholarly journals, magazines, or similar publications
- submission of another students' work obtained by theft or purchase as one's own original work
- submission of work downloaded from paid or unpaid sources on the internet as one's own original work, or including the information in a submitted work without proper citation
- submitting the same work for more than one course without the knowledge and explicit approval of all of the faculty members involved
- destruction or defacement of the work of others
- aiding or abetting any act of academic dishonesty
- any attempt to gain academic advantage by presenting misleading information, making deceptive statements or falsifying documents, including documents related to internships
- engaging in other forms of academic misconduct that violate principles of integrity.

Please download the complete document, available on Blackboard along with this syllabus.

Disabilities

In keeping with the University's policy of providing equal access for students with disabilities, any student requesting accommodations must first meet with Student Disability Services. Jason Luchs or a designee from that office will meet with students requesting accommodations and related services, and if appropriate, provide an Academic Adjustment Notice for the student to provide to his or her instructors. The instructor is required to review the letter with the student and discuss the accommodations, provided the student brings the letter to the attention of the instructor. This letter is necessary in order for classroom accommodations to be provided. Student Disability Services is located at 79 Fifth Avenue - 5th Floor. The phone number is (212) 229-5626. Students and faculty are expected to review the Student Disability Services webpage. The webpage can be found at: <http://www.newschool.edu/studentaffairs/disability/> and the office is available to answer any questions or concerns.

Required Equipment

You should not need extra equipment or software if you have access to the school's computer lab beyond class sessions.

Required Book

I will not require a book for class, but I strongly encourage you to buy the following texts which are meant to function as complementary reference manuals. They will be quite useful not only during class, but also for other classes and future projects.

Photoshop CS for Windows and Macintosh: Visual QuickStart Guide, by Elaine Weinmann and Peter Lourekas, Peachpit Press.

Illustrator CS for Windows and Macintosh: Visual QuickStart Guide, by Elaine Weinmann and Peter Lourekas, Peachpit Press.

Dreamweaver CS for Windows and Macintosh: Visual QuickStart Guide, by Tom Negrino and Dori Smith, Peachpit Press.

Special note: make sure to purchase the latest versions or ones that correspond with the software you will be using on your computer/lab at New School.

Course Requirements

Please note that final grades are dependent upon consistent performance in all course requirements.

- **Attend every class session.** (See attendance below for more details.)
- **Participate in class exercises, as well as lab time.** Class participation will also include in-class exercises.
- **There are a total of 3 projects.** The point breakdown is below.
- **There are no make-ups.** Please check with me for possible exceptions. Not consulting with me prior to the dates when assignments are due will lead to an automatic F.
- **Final projects cannot be late—no exceptions.**

Grading

- Attendance and Class Participation 20%

- Project 1: Pixels 25%
- Project 2: Vectors 25%
- Project 3: Networks 30%.

Total 100%

Grade Scale

- 94-100 = A
- 90-93 = A-
- 87-89 = B+
- 84-86 = B
- 80-83 = B-
- 77-79 = C+
- 74-76 = C
- 70-73 = C-
- 60-69 = D
- 0-59 = F

Attendance/Tardies

Four absences and/or tardies will result in an automatic reduction of one letter grade for the course. 15 or more minutes late is equivalent to a tardy. More than four absences and/or tardies will result in an automatic failing grade for the course, unless there are extenuating circumstances, such as the following: 1) an extended illness requiring hospitalization or visit to a physician (with documentation), 2) a family emergency, e.g. a serious illness (with written explanation), 3) observance of a religious holiday. Students failing a course due to attendance should consult with an academic advisor to discuss options.

The attendance and lateness policies are enforced as of the first day of classes for all registered students. If registered during the first week of the add/drop period, the student is responsible for any missed assignments and coursework.

Office Hours: I have no official office hours but I am available on Mondays and Tuesdays by appointment.

Semester Schedule

Note that the class includes a series of short exercises, which are considered part of class participation. These exercises are designed to complement the successful completion of your projects. Lectures will shift according to the students' needs to gain practical knowledge from week to week

Week 1

August 27, 2012

Introduction to Class

Introduction of First Assignment

Week 2
September 3, 2012
Holiday: Labor Day

Week 3
September 10, 2012
Lecture on Photography, Film, and Pixels

Week 4
September 17, 2012
Principles of Compositing in image, word, sound, number

Week 5
September 24, 2012
Principles of Montage and Collage

Week 6
October 1, 2012
DUE: First Assignment
In-class Critique

Week 7
October 8, 2012
Introduction of Second Assignment
Lecture on Design, Illustration and vector graphics

Week 8
October 15, 2012
Principles of Vectors in image, word, sound, number

Week 9
October 22, 2012
Principles of design and media production

Week 10
October 29, 2012
DUE: Second Assignment

Week 11
November 5, 2012
Introduction of Third Assignment (Final Project)
Lecture of Networks, Web Development

Week 12
November 12, 2012
Principles of online communication/social media and design in image, word, sound, number

Week 13

November 19, 2012

Principles of online media production
(Thanksgiving Week)

Week 14

November 26, 2012

Work on Final Assignment

Week 15

December 3, 2012

Work on Final Assignment

Week 16

December 10, 2012

Trouble shooting for Third Assignment (Final Project)

Week 17

December 17, 2012

DUE: Final Project