



**ARTS 4336 01 (CRN 29416) : Multimedia and Emerging Design
SYLLABUS
FALL 2022**

COURSE INFORMATION:

Day|Time: **Tuesdays/Thursdays | 1:50-4:30pm**

Location: Edinburg Visual Arts Building (EVABL) Room **1.227 IN PERSON**

Course Modality:

Traditional Face-to-Face Courses (TR)

INSTRUCTOR INFORMATION:

Instructor Name: Jeffrey Charles Stanley | JCS

Phone: 646.707.8712

E-Mail: jeffrey.stanley@utrgv.edu

Office location: Rusteberg 168 (Brownsville Campus)

or Zoom (<https://utrgv.zoom.us/j/83357786694>) Meeting ID: 833 5778 6694)

Office hours: by appointment only

COURSE DESCRIPTION & PREREQUISITE

Multimedia and Emerging Design explores many media from time-based media/video to augmented reality (AR), and the interplay of coding, processing, fine art, and light-based media. Students are introduced to the basic hardware and software tools used in the industry. Program logic and problem-solving techniques within the context of various creative tool are explored through the completion of a cinematic video, motion graphics, 3D modeling & an AR app, a portfolio website, and various multimedia projects.

Still Slightly Under Construction: I am developing this course to integrate video production, motion graphics, 3D models and animation, and Augmented Reality (AR)!!! 😊

Prerequisite: Grade of "C" or better in ARTS 2331 or ARTS 3331.

TEACHING PHILOSOPHY

An interdisciplinary approach to design and art practices. Imagination and creativity are the driving forces of this course while we complete industry standard projects collectively and individually. This course demonstrates through lectures and tutorials a practice of video production, motion graphics, 3D modeling, interactive media, and augmented reality (AR) with a holistic approach (interconnected, referencing the whole).

COURSE OBJECTIVE

Multimedia and Emerging Design trains students in 21st century cross-industry transmedia methods through the integration of Graphic Design, Art Practices, and Emerging Disciplines. Students will work with industry standard software and new tools to produce three (3) Video-based projects through Single-Channel Video with Sound Design, an interactive Augmented Reality (AR) Environment, an Ecology-Based Commercial (Video, Sound, and other elements from projects along the way), and then end with a website to contain all of these projects. In the course, we will tackle the philosophical implications of evolving economies, depleting ecosystems, confrontations with morality and metaethics, and opportunities available to graphic designers and media artists.

In addition to three Video-based projects, students will experiment with digital media sketches: sound design, 3D modeling, generated & machine learning imagery, and XR. And they will be tasked with documenting their process and ideation in video-logs (vlogs) throughout the development of Main Projects, particularly for the interactive AR Environment (Project 2), the Ecosystem related Commercial (Project 3), and Webpage (Project 4).

COURSE OBJECTIVE continued

Artists and Designers have more power and control over the distribution of their work than ever before. We will discuss the use of media and creative content in a decentralized market from a professional practices point of view, specifically distinctions between art practices, content creation, and pure design, as well as the convergence of all three. We will explore research methods and explore new subjects. Through lively debates, we will tackle questions such as: how did social media and emerging technologies disrupt the old system, and the old economy giving way to new methods, new markets, and new patrons & clients? We will engage in a Systems Theory approach to explore new possibilities and our future (especially focusing on ecology and ecosystems for project 3). We will identify opportunities for producing innovative work specializing in social change, the climate crisis, and the creation of ecologically integrated design and bio design (the merging nature, science and creativity).

Lectures and class discussions will cover: community building, sharing resources, media literacy, debates over proprietary vs open-source software, etc. A range of software and technical skills will be introduced in this course.

Other disciplines that will be introduced and discussed: cinema & time-based media, genres, journalism, news media, performance art, traditional/analog disciplines, Processing (a programming language for Artist), generative art, interactive media, artificial intelligence (AI), robotics, algorithms & machine learning (ML), and other media (computational or not) as creative practices.

(COURSE CONTENT)

Student Learning Outcomes	Assessment of Student Learning Outcomes	Standards and Software	Major Course Projects and Assignment
Developing practice of Video Production	Demonstrate capturing video, editing and montage, cinematic-style, and timebased media.	HD and high quality capture / workflow. Adobe CC – Premiere and After Effects.	Montage Sketches, Composition Sketches, Completed Project 1, 2, and 3
Sound Design and Mixing	Demonstrate capturing, mixing, and editing audio. Composing a soundtrack with a genre that matches your visuals.	16bit / 48000Hz (48kHz) quality audio. Adobe Audition	Audio Recording Demo, Sound in Project 1, 2, and 3
Digital Audio Workstation (DAW)	Create simple compositions or soundtracks	DAW production and workflow. Garageband or other DAW.	DAW Demo and all 3 Projects
Motion Graphics & Interactive Media	Create and animate 2D & generate assets / graphics.	Adobe CC – After Effects + Photoshop + Aero & Webflow (or Wix)	Motion Graphic Composition Sketches, Project 2, & Project 3
3D modeling and animation	Model and animate 3D assets. Procedural generation, and other methods covered.	Blender 3.21 Adobe Dimension	Project 1 & 2 (optional Project 3 and webpage)
Augmented Reality	Introducing a workflow to AR. Placing and scripting 3D assets in spaces. Producing an AR Environment for 2nd main project.	Produce an AR Environment with several elements that interconnect. Adobe Aero	Project 2
Experimentation, Imagination, and Creativity	An interdisciplinary and holistic approach to producing designs and “creative content”.	Your vision, your inspiration, your power	Projects 1, 2, 3, and 4. (and Digital Sketches)

LEARNING OBJECTIVES FOR CORE CURRICULUM REQUIREMENTS (PROJECTS AND CRITIQUE DATES)

The Main Objectives to this course are 3 Projects introducing and executing skills presented in course material + a 4th Project to contain it all.

PROJECT 1 – CINEMATOGRAPHY and the 4th DIMENSION (TIME) – VIDEO

Exploring Video through Light Color Motion Sound & Composition + adding a 3D element to a cinematic video.

Project Due Date: Oct 3rd end of day (11:59PM) | Project Critique: during class Tuesday October 4th 2022

Project requirements: Smartphone for video, photo, and sound capture – Adobe Premiere to edit video – Adobe Audition to edit and manipulate sound – Garageband or DAW to compose music – Blender to add a 3D element (and After Effects to composite 3D content into video).

PROJECT 2 – GEOMETRY and DESIGN PRINCIPLES in an ENVIRONMENT – AUGMENTED REALITY (AR) ENVIRONMENT

Exploring Video through Spatial Montage in an Augmented Reality Environment (with smartphones)

Project Due Date: Nov 2nd end of day (11:59PM) | Critique: during class Thursday November 2nd 2022

Project requirements: Adobe Photoshop for 2D image layers, editing, and manipulation – Blender for 3D modeling and animation – Adobe Premiere for editing – After Effects for video effects, 2D motion graphics and 3D animation Adobe Aero (AR software) to Augment elements into the environment / Augmented Reality setup and implementation – Garage Band for sound composition – Adobe Audition for sound editing.

PROJECT 3 – LOGOS, PATHOS, & ETHOS in a COMMERCIAL – ECO-BASED COMMERCIAL

Research an Ecological subject and produce a 30 second Commercial.

Project Due Date & Critique: due 4:30PM and critique during class Thursday November 24th 2022

Project requirements: Adobe Photoshop for 2D image editing and manipulation – Adobe Premiere for video editing After Effects for motion graphics and video design – Creative Commons ethical practices with stock footage – Garage Band for sound composition – Adobe Audition for sound editing – (optional) Blender to add any 3D content.

PROJECT 4 – KNOW THYSELF, SELL YOURSELF – WEBSITE PORTFOLIO A webpage to contain your projects online.

Project Due & Critique: FINALS WEEK TBD

Project Software: Browser based webpage builder: Wix or Webflow

SOUND AND VISION – Digital Sketches Mini Projects as building blocks to learn skills for the main project.

* We will also produce Digital Sketches – which will be used to build skills and content for your Main Projects. These will be less consequential and have very little effect on your final grade. They will be used only to acquire skill and experiment with the tools.

TEXTBOOK, TECHNOLOGY, AND/OR RESOURCE MATERIAL

Reading material will be provided to all students in the course via blackboard or fileshare.

Equipment **recommended** for upper division GD/VCD students to be successful in this course:

- A Computer with 3.4GHz 6-8 core processor, 16-32GB Ram and 2-4GB GPU or VRAM. (recommended only, various labs around campus have hardware/software to complete this course. You also have access to lab 1.227 after hours.)

REQUIRED Equipment needed to complete the Course:

- iPhone 8 or higher, or supported iPad: photo, video, sound capture (estimated cost \$200)

(it is very difficult to create Project 2 with an Android phone although there was some success last semester)

- Grip or Tripod for Smartphone (*Recommended) - \$9-\$20

- 64GB or higher capacity flash drive (to store data for this course from Graphic Design Mac Lab - \$7-\$20)

- Other tools and resources will be provided through blackboard, file sharing, and in lecture.

Main SOFTWARE (recommended you install these on your personal computer, but provided in lab 1.227):

- Adobe Aero – an Augmented Reality (AR) application in beta for desktop, stable release on iOS. (proprietary, free)
- Adobe Creative Cloud (essential tools: After Effects, Audition, Photoshop, and Premiere – CC subscription \$19.99/mo)
- Garage Band (proprietary, free) or alternative DAW (list of free alternatives will be provided)
- Blender (Blender 3.2.1 – [from the Blender foundation](#) – open source, free)
- Screen Capture Software (list will be provided, free)
- Additional tools will be available via a Web Browser, Google Chrome is recommended.

GRADING POLICIES

UTRGV's grading policy is to use straight letter grades (A, B, C, D, or F). Your final Grade will be presented as A-F. The structure and outcome of that grade will be determined by your engagement, participate, and other variables within the overall percentage (as described below) will be converted to your Final Letter Grade.

YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.

Attendance (Presence and Participation) will have an impact on your grade – these are complicated times and the course will not always be in person (if at all), but you are required to show up, engage, participate, and check-in.

YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.

SHOW UP (be present and participate) – Attendance is 20% of your Final Grade

PROJECT 1 Completion, submission, and Inspiration Board: 25% of Final Grade

PROJECT 2 Completion, submission, and Inspiration Board: 25% of Final Grade

PROJECT 3 Completion, submission, and Inspiration Board: 15% of

Final Grade PROJECT 4 Completion and submission: 10% of Final Grade

Digital Sketches: 5% of Final Grade

******(doesn't look like much %wise, but these are essential to you succeeding/completing class: aka I basically combine attendance and participation grade with digital sketches, so it all amounts to ¼ of final grade)******

******BE THERE ON CRITIQUE DAY****** If you do not show up on CRITIQUE DAY, your grade will drop by a full Letter / 10 points.

Blackboard is only used as support, extension, and an expansion to this course. We will be meeting In-Person.

BLACKBOARD SUPPORT

If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology \(COLTT\)](#).

Campus:	Brownsville	Edinburg
Location:	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
Phone:	956-882-6792	956-665-5327

Toll Free: 1-866-654-4555

Office Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.

Support Tickets Submit a Support Case via our [Ask COLTT Portal](#)

24/7 Blackboard Support

Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

ATTENDANCE:

YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.

You will need to have an excusable reason for missing class, otherwise. This requires Written Documentation (like a doctors note) or SAS documentation.

ABSENCE/SICK POLICY:

When setting your attendance policy for the Fall semester, please consider COVID-19-related extenuating circumstances in accordance with the [UTRGV Commitment web page](#).

Excuseable Reasons for missing class: Personal illness (with Dr's Note), Quarantine / Covid (SAS), Personal medical, dental, optometric or chiropractic appointment (with Dr's Note), Funeral services for a member of the immediate family (limited to one day in the state and three days out of state), Student serving on jury duty (with documentation), Exclusion of illness or medical appointment of a child of whom the pupil is the custodial parent (with Dr's Note), Personal court appearance (requires verification), Prior Principal approval for employment conference, Employment in the Entertainment Industry for a maximum of up to 3 absences per semester, Religious retreat (limited to four hours per semester), Prior approval for reasons which may not be included elsewhere, For the purpose of serving as a member of a precinct board for an election, and For Voting and/or volunteering at a Voter Poll Local/State/National Elections.

COVID-19 RESOURCES: [Recommended on all syllabi](#).

Please visit the [Commitment Website](#) for the most up-to-date COVID-19 campus information and resources. The [Commitment FAQ page](#) offers additional guidance to specific questions. To submit a question for the FAQ, please email WelcomeBack@utrgv.edu.

Makeup Work:

Work may be made up if you miss for excusable reasons, you may makeup / complete work from the semester. You have 2 days to make up missed work. Otherwise see SAS for longer extensions for making up / catching up on work.

ACADEMIC INTEGRITY:

Please Be Ethical and Responsible.

UTRGV POLICY STATEMENTS The UTRGV disability accommodation, mandatory course evaluation statement and sexual misconduct statement are required on all syllabi. Additional policy statements are optional, such as those covering attendance, academic integrity, and course drop policies.

STUDENTS WITH DISABILITIES:

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the [mySAS portal](#) and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

Pregnancy, Pregnancy-related, and Parenting Accommodations

ARTS 4336: Multimedia and Emerging Design (page 5)

All contents, including: assignments, meeting location, and especially course schedule are subject to change.

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) should submit the request using the form found at [Pregnancy and Parenting | UTRGV](#).

Student Accessibility Services staff can be contacted at either campus:

Brownsville Campus:

Music and Learning Center building (BMSLC, 1.107), phone (956) 882-7374, email ability@utrgv.edu.

Edinburg Campus:

University Center (EUCTR, 108), phone (956) 665-7005, email ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD: Required on all syllabi. Do not modify.

Students are encouraged to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

Fall Module 1 (7 weeks)	October 12 – 18, 2022
Fall Regular Term 2022	November 18 – December 7, 2022
Fall Module 2 (7 weeks)	December 7 – 13, 2022

SEXUAL MISCONDUCT and MANDATORY REPORTING: Required on all syllabi. Do not modify.

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

COURSE DROPS: If you miss too many classes, if you do not complete assigned work, or for any other insubordination, you will be dropped from the class by instructor.

According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

STUDENT SERVICES: Please seek help if you need it. I have some resources available to help, but it’s best to seek a counselor, confidante, therapist, or someone trained to deal with your needs.

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor's office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
Advising Center AcademicAdvising@utrgv.edu	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
Career Center CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
Counseling Center Counseling@utrgv.edu Mental Health Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry FoodPantry@utrgv.edu	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
Learning Center LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
University Library circulation@utrgv.edu www.utrgv.edu/library	BLIBR (956) 882-8221	ELIBR (956) 665-2005
Writing Center WC@utrgv.edu	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

IMPORTANT DATES UTRGV / FALL 2022 : See [UTRGV Academic Calendar](#) for more information / more dates

Fall Regular Term

<i>August 29</i>	<i>First day of classes.</i>
<i>September 4</i>	<i>Last day to add a class or register for Fall classes.</i>
<i>September 7</i>	<i>Last day to submit an honors-by-contract form.</i>
<i>November 10</i>	<i>Last day to drop a class or withdraw.</i>
<i>December 8</i>	<i>Study Day – NO classes</i>
<i>December 9-15</i>	<i>Final Exams</i>
<i>December 15</i>	<i>Fall classes end; Official last day of the term</i>
<i>December 19</i>	<i>Grades Due at 3 p.m.</i>

DEAN OF STUDENTS:

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

[Vaqueros Report It](#) allows students, staff and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies.

The Dean of Students can be reached by email (dos@utrgv.edu), phone (956-665-2260), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).