



**ARTS 2348 01 (CRN 64120) : Digital Media  
SYLLABUS  
SPRING 2023**

**COURSE INFORMATION:**

Day|Time: **Mondays/Wednesdays | 10:55am-1:35pm**

Location: Edinburg Visual Arts Building (EVABL) Room **1.112 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**

*Focus on storytelling through an introduction to the tools across still images, time-based work, and sound. Creative non-fictional story-building through assignments, website work, social media, and readings.*

**Prerequisite:** none

**TEACHING PHILOSOPHY**

*An interdisciplinary approach to design and art practices. Imagination and creativity are the driving forces of this course while we complete projects individually (occasionally collaboratively). This course demonstrates through lectures and tutorials a practice of video production, audio production and sound engineering, digital image making, interactive media, and emerging media with a holistic approach (ei, interconnected, referencing the whole).*

**COURSE OBJECTIVE**

Digital Media will involve creating series of photos, video projects, audio recordings that incorporate storytelling with a non-fictional (mimetic) approach. We will explore storytelling using 21st century cross-industry transmedia methods through the integration of Art Practices, Journalism, Documentary, and Emerging Disciplines. Students will work their cell phone as their main tool along with industry standard software to produce five (5) main projects: 1) Still Image Series (series of 3 images), 2) Non-Narrative Video (w sound 2m:30s-5m:00s – explore properties of video), 3) Experimental Narrative Video (w sound 2m:30s-5m:00s), 4) Short Documentary (5m:00s-10m:00s), and 5) Exploring Storytelling with Digital Still Images (series of 7 images). In the course, we will tackle the philosophical implications of identity, documentation, the evolving ways we tell stories, our economies, depleting ecosystems, confrontations with metaethics, and opportunities available to media artists.

In addition to 5 main projects, students will experiment with digital media sketches: sound design, audio interviews, generated & machine learning imagery, and other emerging techniques. And they will be tasked with documenting their process and ideation through video-logs (vlogs).

Media Arts, Interdisciplinary Practices, and Digital Platforms give creatives more power, freedom, and control over the distribution of their work than ever before. We will discuss media theory and media usage in a decentralized market from a professional practices point of view, specifically distinctions between art practices, “content creation,” and media arts, as well as the convergence of all three. We will explore research methods and new potential subjects.

**Course Objective Continued:...**

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 and new institutions? We will engage in a Systems Theory (holistic) approach to explore new possibilities to lead and produce from our emerging future. We will identify opportunities for producing innovative work specializing in identity, social change, the climate crisis, and the creation of ecologically integrated art practices, journalism, and documentary (the merging nature, science and creativity) and cinematic filmmaking.

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, video art, genres, journalism, documentary, art documentary, contemporary photography, news media, performance art, traditional/analog disciplines, Processing (a programming language for Artist), generative art, interactive media, artificial intelligence (AI), VR/AR/XR (virtual / augmented / and mixed reality) robotics, algorithms & machine learning (ML), and other media (computational or not) as creative practices.

**(COURSE CONTENT)**

<b>Student Learning Outcomes</b>	<b>Assessment of Student Learning Outcomes</b>	<b>Standards and Software</b>	<b>Major Course Projects and Assignment</b>
Developing practice of Video Production	Demonstrate capturing video, editing and montage, cinematic-style, and time-based media.	HD, UHD, and high quality capture / workflow with a smartphone / slate. Adobe CC – Premiere and After Effects.	Video Sketches, Montage Sketches, Interview Sketch, Completed Project 2, 3, and 4
Sound Design and Mixing	Demonstrate capturing, mixing, and editing audio. Composing a soundtrack with a genre that matches your visuals.	16bit / 48000Hz (48kHz) quality – standard industry practice audio for video. Adobe Audition	Audio Recording Demos, Sound in Project 2, 3, and 4 + beyond
Digital Audio Workstation (DAW)	Create simple compositions or soundtracks	DAW production and workflow. Garageband or other DAW.	DAW Demo and all main Projects
Creating Motion Graphics and other Digital Assets	Create and animate 2D & generate assets / graphics.	Adobe CC – After Effects + Illustrator + Photoshop + Premiere	Experiments, Motion Graphic Sketch, Project 4 (title plates)
Learn Digital Photography, best practices. Digital Photo Series.	Manual camera operation and usage with a smartphone / slate.	Smartphone / slate, Adobe CC Photoshop + Lightroom + Premiere (potentially)	Project 1 & 5
Introduction of Emerging Digital Media	Introduction to several Digital Media Tools: ML / AI / GAN generated images, Augmented Reality, Virtual Reality, Creative Coding, Processing, etc.	DALL-E, Adobe Aero, Spark AR, Snap AR, Unity, Processing 5, p5js.org, etc.	No Project / potential experiments in class. Exposure / Introduction to Generative Tools.
Create a Website	Create a website with a website builder similar to WIX	WIX website builder or similar	Website Project (TBD) - Potentially Extra Credit
Experimentation, Imagination, and Creativity	An interdisciplinary and holistic approach to producing designs and “creative content”.	Your vision, your inspiration, your power	All class participation, all Digital Sketches, Projects 1 - 5

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

The Main Objectives to this course are 5 Projects introducing and executing skills presented in course material.

### **PROJECT 1 – DIGITAL PHOTO SERIES – DIGITAL STILL IMAGES / DIGITAL PHOTOGRAPHY**

Exploring a loose correlation between digital still images. Series 1 (3 digital images) – no theme – Due Week 2

Series 2 (3 digital images) – drawn theme to integrate a storytelling method – Due Week 3.

Project requirements: Smartphone for photo capture – Adobe Photoshop and Lightroom to edit – Printing? determined based on actual setup Weeks 1-4.

### **PROJECT 2 – NON-NARRATIVE VIDEO (IMAGES, TIME and SOUND) – VIDEO with SOUND**

Exploring Video through Light, Color, Motion, Sound, & Time - a cinematic non-narrative video.

Due Week 6 | Project Critique: to follow

Duration: 2m:30s – 5m:00s

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.

### **PROJECT 3 – EXPERIMENTAL NARRATIVE VIDEO (DAY IN THE LIFE OF “X”) – VIDEO with SOUND**

Exploring Cinematic Video through a Narrative and Montage with day in the life of “subject” framework.

Due Week 8 | Critique: to follow

Duration: 2m:30s – 5m:00s

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.

### **PROJECT 4 – DOCUMENTARY SHORT – VIDEO with SOUND**

Research a subject, capture footage, audio, interviews, and b-roll for a Cinematic Documentary.

Project Due Date & Critique: Week 13

Duration: 5m:00s – 10m:00s

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.

### **PROJECT 5 – EXPLORE STORYTELLING with 7 DIGITAL STILL IMAGES – DIGITAL STILL IMAGES with SOUND**

Research a subject, capture an adequate number of digital photos

Project Due & Critique: FINALS WEEK TBD

Project requirements: Smartphone for photo capture – Adobe Photoshop and Lightroom to edit – optional: record and edit audio; or tell your story during final presentations. Final exhibition may be: Printed, slideshow, presentation, or video.

### **DIGITAL SKETCHES – Mini Projects as building blocks to learn skills for the main project.**

\* We will also produce Digital Sketches: Digital Photography, Sound Recording, Audio Interview / Story, Video Experiments, Montage Studies, Research Projects, Journaling, etc. – 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. **Sample list, subject to change and present as necessary:**

- *The Work of Art in the Age of Mechanical Reproduction* (1935), Walter Benjamin
- *Instagram and Contemporary Image* (2017), Lev Manovich
- *On Photography* (excerpt, 2001) Susan Sontag
- 
- *Digital Storytelling* (excerpt, 2009), Joe Lambert & StoryCenter
- "Lucy Lippard on Eco Art and Climate Change" (2007), Women's Media Center & Lucy Lippard
- *Undermining: A Wild Ride Through Land Use, Politics, and Art in the Changing West* (excerpt, 2017), Lucy Lippard
- *Conversations Before the End of Time* (excerpts, 1997), Suzi Gablik
- *Documentary Storytelling for Video and Filmmakers* (2004), Sheila Curran Bernard
- *The Anthropocene Project* (2018, excerpt or viewing of film) Edward Burtynsky

### Resources for Media Arts:

- Electronic Arts Intermix: New York City Electronic Artists resource and distribution <https://www.eai.org/>
- Video Databank: Chicago (Art Institute) resource and distribution <https://www.vdb.org/>
- UbuWeb: educational resource for the avant-garde <https://ubu.com/>
- Internet Archive and the Wayback Machine: <https://archive.org/> | <https://web.archive.org/>
- The Real News Network: <https://therealnews.com/>
- WNYC: NPR station in New York City <https://www.wnyc.org/>
- TED Talks: convergence of Technology, Entertainment and Design <https://www.ted.com/talks>
- Kurzgesagt, In a Nutshell: informative animated youtube channel, <https://www.youtube.com/@kurzgesagt>

### Equipment **recommended** for Media Arts 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, computer equipment will be provided, 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 Android with Android 9 or higher: photo, video, sound capture (estimated cost \$200)
- Grip and/or Tripod for Smartphone (for additional stabilization) - \$9-\$20
- 64GB or higher capacity flash drive (to store data for this course usb-c or usb 3.0 w/ adapter needed - \$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 Creative Cloud (essential tools: After Effects, Audition, Photoshop, and Premiere – CC subscription \$19.99/mo)
- Desktop DAW: macOS GarageBand, or WindowsOS
- Smartphone DAW: iOS [Garage Band](#) (proprietary, free), or AndroidOS [BandLab](#), or [WalkBand](#) (both proprietary, free)
- Screen Capture Software (list will be provided, free)
- Additional tools will be available via a Web Browser, Google Chrome is recommended.

### Other SOFTWARE (experiments – not main projects, emerging digital tools – recommended only):

- Blender (Blender 3.3.2 – [from the Blender foundation](#) – open source, free)
- RealityScan (Unreal Engine [photogrammetry](#) tool for iOS – proprietary, free – import into Sketchfab)
- Sketchfab – website to import and manage 3D assets – [link to site](#)
- Processing – tool that helps artists learn how to code: <https://processing.org/> (free, open source, created by MIT MediaLab)
- p5.js – processing via javascript: <https://p5js.org/> (created by same team from MIT MediaLab)
- Adobe Aero – Augmented Reality tool for iOS (proprietary, free)
- Meta Spark – Formerly [Spark](#) AR Studio, augmented reality tools for Instagram... (proprietary, free)
- Snap AR – Snapchat Augmented Reality platform tools: <https://ar.snap.com/> (proprietary, free)
- open-source AR and VR: 1) [A-Frame](#), 2) [AR.js](#), 3) [ARToolkit](#), and 4) [mindAR](#) – tools used mostly for webAR and webVR (all free, but takes more effort to implement)
- OpenAI: <https://openai.com/> many of the tools to generate output, DALL-E, Chat GPT3, etc.

## 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.

### Grading Policies continued...

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

SHOW UP (be present) – Attendance is essential to your Final Grade – missing more than 3 classes = no credit for course.

PROJECT 1 Completion, Submission, and Journal: 10% of Final Grade

PROJECT 2 Completion, Submission, and Journal: 10% of Final Grade

PROJECT 3 Completion, Submission, and Journal: 15% of Final Grade

PROJECT 4 Completion, Submission, and Journal: 25% of Final Grade

PROJECT 5 Completion, Submission, and Journal: 20% of Final Grade

Digital Sketches: 10% of Final Grade

**\*\* (these are essential to learning skills to aide you in succeeding/completing class) \*\***

Critique and Participation: 10% 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:**

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](mailto: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** 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**

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](mailto:ability@utrgv.edu).

**Edinburg Campus:**

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

**MANDATORY COURSE EVALUATION PERIOD:**

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:

Spring Module 1 (7 weeks)	February 22 – 28, 2023
Spring Regular Term 2022	April 14 – May 3, 2023
Spring Module 2 (7 weeks)	April 19 – 25, 2023

**SEXUAL MISCONDUCT and MANDATORY REPORTING:**

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](http://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](mailto: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](mailto: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.

## Student Services Continued

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

**IMPORTANT DATES UTRGV / SPRING 2023 :** See [UTRGV Academic Calendar](#) for more information / more dates  
Spring Regular Term

January 17	First day of classes.
January 22	Last day to add a class or register for Fall classes.
January 27	Last day to submit an honors-by-contract form.
March 13-18	Spring Break. No Classes.
April 6	Last day to drop a class or withdraw.
May 4	Study Day – NO classes
May 5-11	Final Exams
May 11	Fall classes end; Official last day of the term
May 15	Grades Due at 3 p.m.

### 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](mailto:dos@utrgv.edu)), phone (956-665-2260), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).

# **ARTS 2348 Section 01 (CRN 64120) : Digital Media**

## **COURSE SCHEDULE (WORKING-TOBEUPDATED)**

**SPRING 2023**

**Mondays/Wednesdays | 10:55am-1:35pm**

**Edinburg Visual Arts Building (EVABL) Room 1.112 IN PERSON and via Zoom**

Schedule Description: Daily / weekly expectations, assignments, and course objectives in practical application / implementation.

**Weeks 1-3**

### **PROJECT 1 – DIGITAL PHOTO SERIES – DIGITAL STILL IMAGES / DIGITAL PHOTOGRAPHY**

**Exploring a loose correlation between digital still images.**

#### **Major Assignments:**

**Series 1 (3 digital images) – no theme – Due Week 2 (Monday 23<sup>rd</sup> of January, before class).**

**Series 2 (3 digital images) – drawn theme to integrate a storytelling method – Due Week 3.**

**Project requirements: Smartphone for photo capture – Adobe Photoshop and Lightroom to edit.**

**Weeks 3-6**

### **PROJECT 2 – NON-NARRATIVE VIDEO (IMAGES, TIME and SOUND) – VIDEO with SOUND**

**Exploring Video through Light, Color, Motion, Sound, & Time - a cinematic non-narrative video.**

**Due Week 6 | Project Critique: to follow**

**Duration: 2m:30s – 5m:00s**

**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.**

**Weeks 6-8**

### **PROJECT 3 – EXPERIMENTAL NARRATIVE VIDEO (DAY IN THE LIFE OF “X”) – VIDEO with SOUND**

**Exploring Cinematic Video through a Narrative and Montage with day in the life of “subject” framework.**

**Due Week 8 | Critique: to follow**

**Duration: 2m:30s – 5m:00s**

**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.**

**Weeks 8-13**

### **PROJECT 4 – DOCUMENTARY SHORT – VIDEO with SOUND**

**Research a subject, capture footage, audio, interviews, and b-roll for a Cinematic Documentary.**

**Project Due Date & Critique: Week 13**

**Duration: 5m:00s – 10m:00s**

## **ARTS 2348 Section 01 (CRN 64120) : Digital Media**

**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.**

**Weeks 13-16/Finals Week**

### **PROJECT 5 – EXPLORE STORYTELLING with 7 DIGITAL STILL IMAGES – DIGITAL STILL IMAGES with SOUND**

**Research a subject, capture an adequate number of digital photos**

**Project Due & Critique: FINALS WEEK TBD**

**Project requirements: Smartphone for photo capture – Adobe Photoshop and Lightroom to edit – optional: record and edit audio; or tell your story during final presentations. Final exhibition may be: Printed, slideshow, presentation, or video.**

### **Weekly Schedule**

#### **Week 01**

**Wednesday 18<sup>th</sup> Jan: Course Introduction, Cover Syllabus, Weekly Schedule, Course Expectations and Requirements. Introduce yourself, Take photos together.**

#### **Assignment:**

**01- Series 1 (3 digital photos) – no theme, no pressure, have fun – Due Week 2 (Monday 23<sup>rd</sup> of January, before class by 10:45am). Submit Series 1 digital images (3 digital photographs taken with your smartphone's camera) to the [REDACTED]**

**02- Conceptual Image – Describe, write, or express (perform, speak, dance, photograph, drawing, etc) an ideal photograph (an ideal image you should envision in your mind), express this in any media or format - refrain from it being a photograph that is a photograph - make it another medium that translates this photograph in your mind (describe a place, an object, a scene, where is the object, is it floating in mid air, is it nailed to the wall, describe the lighting, color, contrast, etc). Then, document it in a way that is reproducible (Word Document, Photograph, Audio Recording, etc). Due Monday 23<sup>rd</sup> Jan by 10:45am, Submit via [REDACTED] in whatever format / file type you present this “image.”**

## **ARTS 2348 Section 01 (CRN 64120) : Digital Media**

**To Be Updated**

**Week 02**

**Monday 23<sup>rd</sup> Jan: Review Series 1 images with discussion. Digital Photo Overview and Deep Dive: Composing, Curating, Editing, etc. Storytelling with Still Images.**

**Wednesday 25<sup>th</sup> Jan: Digital Photo continued: Storytelling with Still Images.**

**Assignments:**

**03- Complete Tech Survey – link provided soon, complete on website by Sunday 29<sup>th</sup> January**

**04- Series 2(3 digital images) – drawn theme to integrate a storytelling method – Due Monday 30<sup>th</sup> January (before class – 10:45am).**

**Project requirements: Creativity, intuition, and concept. Smartphone for photo capture – Adobe Photoshop and Lightroom to edit.**

