

MART 210: Digital Media Arts Fundamentals - Fall 2023

This is an introductory course. There are no prerequisites for this class. This course is also asynchronous, meaning that there is an online component to the class, which is on FRIDAY's for every section (see below).

Meeting Times:

Section 001 - MW 10:50 am -11:40 am - In Person / Friday - Online

Section 002 - MW 12:00 pm -12:50 pm - In Person / Friday - Online

Section 003 - MW 2:20 pm - 3:10 pm - In Person / Friday - Online

All Sections - Online Component: Accessible through Blackboard.sc.edu

Classrooms:	McMaster 214 (All Sections)
Instructor:	Dr. Brandon M. Glover
Contact:	gloverbm@mailbox.sc.edu
Office:	McMaster 307
Office Hours:	M & W – 9:30 am - 10:30 am By Appointment via Online (Graders Only)
Teaching Assistants:	N/A
TA Office:	N/A
TA Contact:	N/A
Computer Labs Available:	All McMaster Media Arts Labs (3 rd floor) Gambrell 01 & 03 McMaster General Arts Computing

Required Text & Materials:

- Lewis, R. & Luciana, J., *Digital Media Foundations: An Introduction for Artists and Designers*, 1st ed. (2020)
- Students must be able to access the Adobe Creative Cloud Suite, available in the computer labs listed above. Alternative digital editing software such as Davinci Resolve, Final Cut Pro, Cap Cut, and Canva are acceptable as well. Students may use their own editing software if they have it on their personal computers, laptops and/or smart devices. To access the Adobe Creative Cloud Suite in the on-campus computer labs, students must create a free adobe account, located at adobe.com if they do not have one already.

The Organization

I have been hired as the head of the media department in an international media organization (The University of South Carolina), and we are in need of remote freelancers to help us with our workload. We have videos, graphics, audio, & other digital

media projects that need to be completed. Not only does the work need to be completed, but it also needs to be produced professionally and submitted on time.

By signing up for this class, you have chosen to join our team as an entry-level freelance digital

media professional. By studying and working with us, you will be able to build your professional skills, add to your portfolio (or start if you do not currently have one), and learn new digital techniques through digital production & editing.

In this course, you will be treated as freelancers, and you have been hired to produce thoughtful, creative projects that can lead to future work depending on how you prove your vision and capability at this entry-level position. The good part is that you will get paid for your work. ***The currency will be points that will earn you the letter grade you are looking to get in this class.***

Learning Outcomes

The purpose of this foundational class is for you to gain proficiency in workflows, methods, and mental models to design and execute *original* works of digital media art. This course is also designed to prepare you for further advanced work in this field. So, there are several learning outcomes for this class.

You will demonstrate proficiency in digital art software and workflows in the areas of graphics, digital video, and new media art, and you will refine your sense of aesthetics across these forms. You will prove you have done this through a series of projects that will test processes and workflows for these skills.

You will interpret and apply your understanding of the principles of digital art production and some of the technical, historical, political, and economic factors that led to the current state of the art. This is what your textbook is for. By reading and studying the required textbook listed above, you will prove your understanding of these concepts through weekly assignments, quizzes and exams.

****This course fulfills the Carolina Core Learning Outcome for Aesthetic and Interpretive Understanding if that is something you need.***

The Instructor and the Team

My name is Dr. Brandon M. Glover, and I am a digital multimedia professional. I have taught the digital video editing course at Midlands Technical College for four years, and was the media arts instructor for the Trio program here at USC for two years. I also own a small digital media production company, called “Out Da Barnz Entertainment, LLC”, and some of my work can be seen at www.outdabarnzent.com. I also produced a feature length movie, entitled “Son-of-a Preacher Man” that is now streaming on Prime Video, Tubi, and many other streaming platforms both domestic and worldwide.

I look forward to having a great time teaching and working with each and every one of you, doing what I love to do best: producing digital media. If you need to see me for additional help, my office hours will be the best time for that.

Our graduate instructional assistant or GIA (*if applicable*) will be an additional resource to support you throughout the semester. As we progress through the course, the ways the GIA can assist you will become clear. Please note that the GIA will be your first person to seek assistance when you need help in most cases, after seeking help from your classmates (see below).

To be successful in digital media (or in any media profession), you will need to have the ability to work well with others in groups, and teams. No one person can do it all (well they can, but the final project will not be good. I promise.) Therefore, at this level, it is a good opportunity to learn to work well with others in this field, and when I say “others”, I mean your classmates & peers. Reach out to each other for help, ideas, motivations, creative processes, etc. You will need that if you want to produce quality work at this level and beyond.

However, keep in mind that your work is your work. Your grade is your grade. This is still a classroom environment, and you are responsible solely for your own final grade.

Textbooks, Software & Required Resources

The book by Richard Lewis & James Luciana, *“Digital Media Foundations: An Introduction for Artists and Designers”* is the required textbook for this class (see above). You will not be able to pass this class without the textbook as our weekly assignments (the online component) will come directly from the text.

Also, you will need to have access to digital media software that will allow you to edit videos, audio, still images, graphics, etc. Each of the computer labs listed above has the Adobe Creative Suite available to students who sign up with Adobe. However, you do not have to use Adobe if you are familiar with any other digital editing software such as Final Cut Pro, Davinci Resolve, Canva, Capcut, etc. There are plenty of both paid versions and free versions of digital editing software that you can use for this course.

Class Work

There are 100 points available to earn in this class. They break down as follows:

Projects

This semester you will produce “one” of the following:

1. Short film (1-3 min)
2. Animation (1-3 min)
3. Vlog/Short Documentary (1-3 min)
4. Stop Motion or Claymation (1-3 min)

This project will be broken up into four separate projects, focusing on the development of the story you will tell as well as the skills, and processes that you need to acquire in graphics, video/filmmaking, digital audio, and new media.

In the first project, “the logline & treatment” (5 points), you will write a logline and a treatment (1-2 pages) based on the production type you choose from above. It should give an overall idea of the story that you plan on producing for your final production. See the “students resources” page on Blackboard if you are not familiar with what a logline or treatment is.

Though you will be given much creative freedom to tell the story that you want to tell, ***it must be approved by me before you can move to the next step.*** This is to ensure that the material is university appropriate and that it will not come across as being unprofessional, or offensive to others in any kind of way. We want to be as sensitive as possible to the feelings of others at all times.

In the second project “writing the story” (5 points), you will write the actual story that you plan to produce via digital media. Your story should be 1-3 pages max. The rule of thumb is that for every “one” minute of a story, it will equal “1” page written, double-spaced. So if you are going to produce a short film, where you have a “3” minute maximum runtime, your written story should be about “3” pages. However, this is not absolute science, so you may have to adjust the final runtime of your final project if necessary.

For the third project, “one-sheet” (5 points), you will create a digital poster. This will serve as your *marketing* material. You will need to create the digital art via one of the digital editing software mentioned above. The artwork should include original images (or licensed images), text, graphics, and contact information.

For the final project, the “production” (10 points), you will produce (i.e., plan, film, record, edit, etc.) and release your final production you chose onto the internet via YouTube. You will submit the YouTube link via Blackboard. Alternative ways to turn in the assignment via Blackboard will also be available depending on the project you chose.

Assignments, Quizzes & Exams

Web assignments that will come directly from the textbook will be worth “2.5” points per assignment for a total of 30 points. Web assignments are weekly and due by Thursday of the following week it was assigned.

There will be 5 quizzes worth “5” points per quiz for a total of 25 points.

There will be a midterm exam (10 points) and a Final Exam (10 points) to assess your understanding of the material covered in class, assigned readings, and online sessions. These will test higher-order thinking and your understanding of digital media concepts.

Both the midterm and the final exam will be taken in-person in class. Having to catch an early flight, or needing to leave early to go home will not be an excuse to miss any quizzes, tests or exams. The exams will be cumulative, based on what you have learned in class up to that point.

Your Paycheck (Grades)

Your scores will be available to you on Blackboard. As I will not be grading all of your work, not every student will receive feedback directly from me on all of the assignments. If you desire feedback directly from myself, please make sure you see me before class, after class, or schedule a time to speak with me during my office hours. Please note that I have over “300” students, so if you send your request via email, my reply may not be as fast as you would like.

When calculating your final letter grade, I will take your total points and add them together to get a final total (out of a possible 100 points). Then I will modify that score, subtracting points according to absence policies and adding them when modifications occur such as extra credit.

Your final letter grade will be assigned according to this scale: A (90-100), B+ (86-89), B (80- 85), C+ (76-79), C (70- 75), D+ (66-69), D (60-65), F (0-59). If there are decimals, .500 and higher will round up to the next higher whole number.

Please note that you are not competing with your classmates or peers for grades. I will only discuss grades with you as it is the University’s policy. Please keep that in mind. Once you receive a grade, (unless I or the GIA overlooked something or made some obvious mistake), that will be your grade. Your financial aid status, athletic eligibility, and other factors that may be

brought to our attention will not change the grade that you *earned*.

There will be no incomplete grades except for formally documented, university-approved emergencies, discussed with me in advance of finals week. Realizing too late that there’s a lot of work to do is not an emergency. And just to hammer this point down, receiving an “incomplete” is rarely approved by the University, so please just get the work done.

Technology & Equipment

As you probably have guessed, technology is at the core of this class. If you are new to this type of technology, i.e. Adobe Creative Suite, and other digital software, do not worry. It is okay to be nervous, as that is normal, but once you get used to using it, you will slowly get more and more comfortable with it.

Though you do not need any prior experience using this technology, ***basic computer skills are a must.*** If you are struggling with basic computer skills, I highly recommend that you take a basic computer course before continuing in this course, as I will not be teaching those skills in class.

Also, if you do have prior experience in media technology, and, or Adobe Creative Cloud, Davinci Resolve, Final Cut X, or any other digital media software, that is great. However, please do not assume that your prior experience will result in automatic success in this class. The work must still be completed by the instructions and guidelines given throughout the course.

Lab Computers and Gear

There are computer labs in both Gambrell and McMaster buildings. You should not have any issues with finding software & hardware to complete your assignments. Please note that different labs have different hours; some are walk-in and others are reservation-only. Links to information about the labs are on Blackboard in the “Lab Locations” section.

Also as a heads up, when working in labs, you will not be able to use the same workstation every time, as the computers and hardware are available to all university students. This means whether you use lab computers, your own computer, or a combination, you must use an external storage device to move and store files. I suggest having an external hard drive with at least 500 GB of storage, as digital media data has greatly increased with new technology. A flash drive used to be sufficient, but with new media, the speeds of most flash drives can not keep up with the software, and the storage space is usually not enough for a whole semester of work. A flash drive may be fine for “final” exports and renders, but not for storing multiple projects and assets. We will discuss this more in-depth in class.

Lab computers are cleaned (data removed) regularly. You are responsible for your files: if you leave files on a public computer, you will lose them.

If you use your own computer, we will discuss in class if it has a sufficient amount of RAM & storage to use for your work. If it does not, I highly recommend using the computer labs on campus. I want to make this very clear, ***hardware or software issues are never an excuse for late, missing, or bad work. You will face technical problems and issues. I promise you.*** It is just part of the process, but it also allows you to build on your problem-solving skills, which may be the most important skill in any technical job. Therefore, it is highly recommended that you start on your projects with this in mind, giving yourself enough time to overcome any technical hurdles you might face, and that you create backup copies of your work. They will save you, and keep you from freaking out at the last minute.

Laptops & Smart Devices in Class

We are now in the digital era, and most students like taking notes on their laptops, tablets, and/or smart devices. This is okay, but if it is obvious that you are not using any of these devices for class related work, I will ask you to put it away.

If you refuse to do so, then I will ask you to leave the class, and appropriate action will take place according to USC’s standard classroom policies. This is for your benefit, as these devices can become a real distraction if not used for note taking, and class related assignments. Unrelated use may cause you to miss important information during the class, which will not be repeated due to negligence.

If you have an emergency call or something of that nature, please step out of the class to take the call or reply, so that your peers or myself are not distracted during our class time.

Blackboard

Blackboard.sc.edu – All aspects of the class will be managed through the class Blackboard site. Access to the site is with your university email password and managed through the University Technology Services (UTS). If you lose access to the class Blackboard site for any reason contact our GIA (if applicable), or Dr. Glover, ***after*** you contact UTS, so that you will continue to receive the necessary information while the problem is being resolved.

In-Person and Online Sessions

Two-thirds of this course takes place in person and is required.

The other third of this course is online (asynchronous). Online sessions will be given in the form of “weekly assignments.” Every Friday, a new reading (from the textbook) along with an assignment coming directly from that reading will be given. The assignment will be due the following Thursday by 11:59 pm, no exceptions. All submissions after 11:59 pm of the due date will be marked late, and you will automatically lose .5 points from the total.

These online assignments are required. You do not have to log in during your actual scheduled class times from Monday & Wednesday. The assignments will automatically go live via Blackboard by 9:00 am every Friday morning. Therefore you have *seven days* to get the assignments done.

Material from all online sessions will directly affect project performance, and the application of the theories therein may be on quizzes, tests, and exams.

This is not a self-paced course. If you fall behind, it will be very hard to catch up. So do not fall behind.

Attendance

As a freelance contractor & professional student of this class, I expect you to be present during our in-person classes and complete the asynchronous (online) assignments on time. This will be the same standard in the actual working world once you graduate, so it is the standard here as well. However, I am not blind to the fact that life happens and there will be times you can not attend class. That is fine.

Attendance will be taken at every class meeting. Students are expected to attend class regularly, with an attendance of at least 90% according to the University's Attendance Policy. Missing more than 25% of classes results in a grade of "F" for the course.

Please note, that your grade will not be affected (penalized) up to 10% of "unexcused" absences. After you have missed 10% of unexcused absences, additional unexcused absences will negatively affect your grade by subtracting "1" point per unexcused absence from your final grade. For example, if your final grade is a 90 (A), but you miss "2" additional unexcused absences over the 10% mark, your final grade will result in an 88 (B+).

For this semester you can have up to "4" unexcused absences before losing points. Once you hit "5" unexcused absences, you will start to lose points, and after "10" total unexcused absences, you will receive a grade of "F" for the class, regardless of your current grade. Excused absences do not apply. You will not lose any points for any excused absence, but you are still responsible for completing and submitting the assigned work you might have missed during your

absence. You can and will lose points for incomplete work.

If you have an excused absence that you know will cause you to miss a deadline, you must turn the material in early. If you have an excused absence that you know will cause you to miss an exam time, you must submit a documented request to me in writing no later than two weeks **prior** to the exam date, if approved I will provide a separate exam to you at an earlier time.

Communication & Responsibility

Emails will be sent to the address associated with Blackboard. **If you choose not to check or use your sc.edu email, be sure that it is forwarded to an account that you do check.** "I didn't get the email," "I haven't checked it this week," or "it must be in my spam folder" will not be a valid excuse at any time. So make it a habit to check your emails. It will save you a lot of headaches and possibly your grades in the future.

Check the syllabus and postings on Blackboard for any questions regarding coursework, and assignments first. Your classmates are also a good resource, as this helps build your networking skills, which is also an important element in digital media production.

Our GIA (*if applicable*), nor myself will not serve as shortcuts for you to avoid online assignments or regular practice. This is totally your responsibility. A former professor here once said that "students often don't read the details." I agree, so what I am going to do is offer extra credit (1 pt) to every student who sends me an email confirming that, **(1) you have read the entire syllabus, (2) understand the attendance policy and, (3) understand my laptop & smart devices policy.** The confirmation email is due by 5:00 pm on Wednesday, August 30th. That "1" point will be added to your final grade. No extra credit will be given if you send the confirmation email after the deadline. No exceptions.

Keep in mind that you are responsible for keeping up to date with information about this class. That includes everything in the syllabus, course calendar, class discussions, and information & postings on Blackboard.

Disability Services

Reasonable accommodations are available for students with documented disabilities. If you have a disability and may need accommodations to fully participate in this class, please contact the Office of Student Disability Services: 777-6142, TDD 777-6744, email sadrc@mailbox.sc.edu, or stop by Close-Hipp, Suite 102. All accommodations must be approved through the Office of Student Disability Services.

Academic Integrity

Every student has a role in maintaining the academic reputation of the University. Students are to refrain from engaging in plagiarism, cheating, falsifying their work, and/or assisting other students in violating the Honor Code.

Two important components of the Honor Code are:

- Faculty members are required to report potential violations of the Honor Code to the Office of Academic Integrity.
- When a student is uncertain as to whether “conduct” would violate the Honor Code it is the responsibility of the student to seek clarification from the appropriate faculty member.

To Clarify your understanding of the Honor Code, use these resources:

- Academic Integrity Tutorial (sc.edu/academicintegrity)
- Student Success Center (sc.edu/success)
- The Writing Center (https://sc.edu/study/colleges_schools/art_sandsciences/english_language_and_literature/beyond_classroom/writing_center/our_services/index.php)

- University Libraries (guides.library.sc.edu/citation)

Your enrollment in this class signifies your willingness to accept these responsibilities and uphold the Honor Code of the University of South Carolina. Any deviation from this expectation can result in a grade of 0 for the project, quiz, or test in question. And a referral to the Office of Academic Integrity will be submitted.

STUDENT WELL-BEING:

Any student who has difficulty accessing sufficient food to eat every day, or who lacks a safe and stable place to live and believes this may affect their performance in the course, is urged to contact the Division of Student Affairs and Academic Support. Students may experience situations or challenges that can interfere with learning and interpersonal functioning including stress, anxiety, depression, substance use, concern for a family/friend, or feelings of hopelessness. Pay attention to what is happening in the classroom and in the lives of your fellow students. There are numerous campus resources available to students including University Counseling & Psychiatry Service and University Student Health Services. Help is available 24/7. Students who need immediate help should call 803-777-5223. An outside resource is the National Suicide Prevention Lifeline at (800-273-8255).

Copyrights & Ownership of Work

The work you make in this class is yours: you hold the copyright. You are, however, making the work under the auspices of this course. This should be noted when there are opportunities to give credit. The work you make in this course might be used in the future, without necessarily contacting you in advance (though we will always make an effort to contact you). For example, your work may be shown to future or prospective students. It may

also be used in promotional material for the University or included in future compilations, etc. Please note, that you will always be given the proper credit for your work.

Course Timeline

The full calendar with due dates will be on Blackboard in the section marked "Course Calendar." ***The calendar and the syllabus are subject to change.*** Changes will be communicated in class, and will always be on Blackboard. You are responsible, through attendance and attention, for your own awareness of changes to the syllabus or calendar.

Words of Wisdom from Dr. Glover

This is a great place to start learning how to network, build your skill set and learn how to work well with others. Take advantage of that because you are going to need it in the working world. I know the pandemic and new media have both changed the way we communicate, (some to our advantage, and some to our disadvantage in my opinion), however, clear communication and working well with others, meeting deadlines, and producing quality work are still the keys to success in this industry.

When producing, get creative, and don't shy away from asking the opinions of others. I admit, sometimes feedback can come off as being a little harsh, unfair, and/or very opinionated, but I promise you, it will help you to be a greater artist in the end. Eat the meat (what you can use), and throw away the bones (what you can not use).

I look forward to working with you all.

Dr. Glover