

Course Name: Foundation: Media 1

Course Number: FDN 1311 08

Class Meets: W, 1:00 PM - 6:00 PM, 08/26/19 - 12/13/19

Classroom Location: 320

Faculty Name: Severns, Benjamin

MCAD Email Address: bseverns@mcad.edu

MCAD Telephone Number, Academic Affairs: 612-874-3694

Office Hours: Tuesday :: 1130-1230  
 Wednesday :: 1130-1230  
 -or by appointment-

Office Location: 316

Faculty Biography:

Ben Severns is an interdisciplinary artist whose studio work is concerned with the spectacular. His studio production in a year's time includes animation, drawing, filmmaking, music, photography, robotics, sculpture, set design/grip work, software building, and freelance writing. In addition to teaching in both Fine Arts and Media Arts at MCAD, Severns is also an adjunct at Augsburg University where he teaches a course in Web Design.  
His work has been exhibited throughout the United States and internationally, including at Boston University, the Institute of Contemporary Art (Maine), the Science Museum of Minnesota, the Minneapolis Institute of Art, Public Functionary Gallery, the Walker Art Center, and others. It is held in private collections in the United States and Brazil.

Course Description:

Students are introduced to the digital resources at MCAD while exploring digital media and laptop computing. Areas covered include the Service Bureau, student servers, Media Center, and digital resources. Students discuss media and media artists as well as study various software applications including Adobe Photoshop and web development tools. Prerequisite: None

Outcomes:

• operate a digital camera for shooting still and moving images  
 • edit still and moving images using professional photo and film editing software  
 • digitally record and edit sound  
 • employ basic lighting techniques for documenting artwork, and for media production  
 • produce a basic website   
 • articulate concepts and techniques through class critique   
 • employ concepts and techniques in media art production and practice

Methodologies:

Lecture, Demonstration, Discussion, Readings, Research/Analysis, Screenings, In-class Exercises, Interactive Tutoring, Individual Projects, Group Projects, Case Studies, Writing Assignments, Written Proposals, Field Trips, Visiting Artists/Designers

Required Textbooks, Readings and Websites:

All required readings will be supplied on Blackboard

Library Reserve Information:

-none atm-

Materials and Tools list:

As needed on a per-project basis. Laptop: Students have their own laptops through the MCAD laptop initiative.  
Digital Still Camera: Students are suggested to have their own cameras. Additional cameras are available through Media Center checkout.   
Video Camera: digital video camera (available through Media Center checkout)  
Memory Card: minimum [read: if you are using pocket change to buy supplies] 1G, Sandisk or Lexar  
External Hard Drive: You need to get in the habit of backing yourself up ALL THE TIME. If you don't, you will have a crash at the worst time and it will burn you and be catastrophic.

Blackboard:

learn.mcad.edu

Miscellaneous:

Assignments List:  
1a. Stop-motion sketches  
1b. Animated Story  
2a. PhotoNarrative series  
2b. Studio/Light Experiments  
3abc. Field Recording Audio [mix] Remix//ReRemix  
4a. Why Am I Here video storyboards  
4b. Why Am I Here video project  
5a. Guided Tour @ WAC |or| WAC Reflection Paper  
5b. This is Me Presentation  
6. Personal Portfolio-site

Course Calendar:

*Bullet list projects/assignments, project descriptions, and assignment due dates*

Week1.) August28  
-introductions  
-expectations  
-media center demo  
-Adobe Premiere introduction  
-Adobe Photoshop introduction  
---alternatives^??  
-Narrative-Motion Assigned [due 9/10]  
  
Week2.) September4  
-Narrative-Motion images due  
-CAMERAS! demo  
-\_\_\_\_\_\_\_\_ photo series Assigned [due 9/24]  
-Critique etiquette [how to have constructive discussions and still be intellectually/emotionally engaged in the subject at hand]  
  
Week3.) September11  
-Narrative-Motion critique  
-studio demo day [how to use the gray/black studios and why you might]  
-working with the digital [Photoshop best practices, file architecture, printing, etc.]  
  
Week4.) September18  
-pint demo w/ SB crew  
-in-class discussion/presentation re: Media/Medium/Message  
-This is Me assigned [due 12/10]  
~in-progress critique  
  
Week5.) September25  
-\_\_\_\_\_\_\_\_ photo series Critique  
-audio recorder best practices  
-sound art   
-demo - [audacity/audition ~explore~]  
-Field Recorder [mix] assigned [due 10/8]  
  
Week6.) October2  
-field trip [audio material sourcing]  
-storyboarding/narrative communication [how to work with a crew/team]  
-Why Am I Here Storyboards assigned [due 10/8]  
  
Week7.) October9  
-Critique Field Recording mix [remix due 10/22]  
-review/plan Why Am I Here storyboards [video due 11/19]  
-Filmmaking 101 [quick and short]  
-field trip [WAC] [Paper/Presentation due 11/26]  
  
Week8.) October16  
-appropriation/remix  
-YouTube Poop  
-Wizard People, Dear Reader  
  
Week9.) October23  
-Field Recording ReMix share [draw names/trade and ReReMix the ReMix that you just received - due 11/13]  
-midterm meetings w/ me [grades, etc.]  
-how to succeed at art school and get the most out of what you have available  
-using Adobe Premiere and Creative Suite/your Mac computer effectively to make headway on your Why Am I Here video project  
  
Week10.) October30  
-Why Am I Here production day [Adobe software demos, tips/tricks]  
-artist statement/bio writing workshop  
  
Week11.) November6  
-studio catchup day  
-introduce final personal Portfolio Website [due 12/10]  
  
Week12.) November13

-ReReMixes shared  
-Why Am I Here Critique  
-surprise video at end of crit [think Zizek]  
  
Week13.) November20  
-field trip [WAC]  
-Guided Tours @ WAC  
-WAC Reflection papers due  
-web helpful reminders  
  
Week14.) December4  
-web development workshop/scramble  
  
Week15.) December11  
-This is Me presentation  
-personal Portfolio Website Critique

Email Usage: Email is used at MCAD as the official means of communicating with the student body. Official college announcements regarding policy, classes, registration, deadlines, etc. are delivered via email. Students are expected to check their MCAD email frequently and are held responsible for all official information communicated to them via the email system. Misuse or misrepresentation of official communications by students will result in disciplinary action.

Attendance: MCAD students are expected to attend and participate in all enrolled courses in order to complete the courses successfully. To uphold this expectation, there are no unexcused absences. Students have a responsibility to the group and for their own learning. Participation and performance are factored into the course grade. Absences and repeated tardiness have consequences that will result in lowered or failing grades. Students are responsible for obtaining class materials. Faculty are not obligated to reteach a class a student has missed. Faculty may drop a student from a course who does not attend the first class meeting. Therefore, students risk losing their spot to another student. In the case of extended illness or other legitimate absences that may keep the student from attending class, students must contact their faculty member. Faculty members will alert their department chair.

Grading Policy: Grades consider student performance of assignments listen on each course syllabus, participation in class, magnitude of improvement, attendance, level of project difficulty, timeliness of project completion, compliance with class policies, and effort/dedication. + or - may be added to letter grades at the discretion of the faculty member. The MFA program employs a pass/fail grading system and does not use letter grades.

A = Excellent work, progress far beyond expectations of effort and outcomes, full participation

B = Good work, course requirements completed, preparedness for more advanced study

C = Average work, course requirements completed, preparedness for more advanced study

D = Passing but below average work, some promise of improvement

F = Work not acceptable, or course requirements not completed

Grading Procedure / Criteria:

-Class attendance  
-Engagement in process, assignments, and critique  
-Commitment to task and conversation at hand, as well as its physical manifestation  
-Rigorousness [radical] in relation to assignments, thinking, and conversation  
-Magnitude of risk-taking, exploration, and improvement  
-Class participation, initiative and effort  
-Ability to meet deadlines

Incomplete Policy: To receive a grade of Incomplete for a class a student must meet with the chair of the department or program director in which the class is taught to discuss the circumstances of the request.

Grade Notification: Midterm grades will be posted on MyMCAD between weeks 7-10 of the semester. Final grades will be posted on MyMCAD the week following commencement.

Archiving Your Work: Students are required to submit documentation of their work for each class, every semester. Please follow this naming convention: LastName\_FirstName\_ ProjectTitle.ext. Ex: oneill\_co\_DrawingA1.png

The media formats should follow MCAD archiving standards, which are found at:

<http://kb.mcad.edu/index.php?category=64>

Samples should be accompanied by a Word document containing relevant information, found at:

[http://kb.mcad.edu/index.php?article=166 - Text Listing](http://kb.mcad.edu/index.php?article=166#Text%20Listing)

Academic Deficiencies: MCAD notifies students of deficiencies in academic performance through the student alert form at any time throughout the semester. Notices are placed in student mailboxes. Students are encouraged to contact the faculty member immediately and take steps to remedy the deficiency. If a student has two or more alerts the student will be contacted by the Dean of Student Affairs. A subsequent meeting will be scheduled to help the student analyze the problem and make realistic plans to remedy the situation and succeed in school.

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This information is taken from the Student Handbook. You are expected to adhere to college policy.

A. THE LEARNING CENTER: The Learning Center provides interdisciplinary support for all MCAD students, including face-to-face and online tutoring, an online writing and learning lab (OWLL), small and large group workshops and in-class presentations, as well as academic accommodation services for students with disabilities. The Learning Center works with students to make them better learners and prioritizes equal access and opportunity for all students. Tutoring areas include writing, software and technical skills, time management, and study skills. For more information on the Learning Center’s Hours, instructions for how to make an appointment, and access to the MCAD OWLL, visit [learningcenter.mcad.edu](http://learningcenter.mcad.edu/) or call (612) 874-3671.

B. TITLE IX MANDATORY REPORTING: By Federal law, faculty are mandatory reporters of sexual harassment or sexual violence. Faculty are not confidential resources for students and must report any knowledge of sexual violence to the Title IX coordinator.

C. NONBINARY PRONOUNS: It is MCAD policy to recognize self-identification within our population and it strives to accommodate.

D. LYNDA.COM: Students can access a wide variety of online tutorials at Lynda.com using their MCAD login information: <https://intranet.mcad.edu/modules/lynda/>

E. COURSE EVALUATIONS: Course evaluations are an integral part of MCAD curriculum development. Student feedback on courses are instrumental in creating a vibrant, informed, and robust learning community at MCAD. For these, and many other reasons, students are encouraged at the end of the semester to provide extensive feedback on course evaluations.

F. CELL PHONE POLICY (optional): Cell phones should be put on mute or vibrate during class. Calls can be made during breaks, as well as before or after class.

G. CREDIT HOUR DEFINITION: In lecture/discussion courses requiring outside preparation, 1 hour of credit represents 50 minutes contact time each week in class, and 2 hours of work outside of class. Therefore, a 3-credit lecture course requires 2.5 hours in class per week and approximately 6 hours outside of class.

In studio/laboratory courses, 1 hour of credit requires a minimum of 1.5 hours contact hours each week in class and approximately 1.5 hours of work outside of class. Therefore, a 3-credit studio course represents a minimum of 4.5 contact hours in class and approximately 4.5 hours of work outside of class per week.

In online courses, 1 hour of credit requires approximately 3 hours of work per week for all activities (i.e., reading, viewing, making, scanning, responding to discussion threads, collaborating, etc.). Therefore, a 3-credit online course requires approximately 9 hours per week to complete the necessary activities.

H. ATTENDANCE (ONLINE COURSES): Registration for an online course presupposes that the student will attend/fully participate in all online activities. Each student is responsible for meeting all course requirements.

I. CLASSROOM DEVICE USAGE POLICY: Participation in a classroom community has many benefits, but students will also find that along with those benefits come responsibilities:

+ Students are responsible for bringing laptops to class when scheduled to do so.

+ Student laptops should be in good working condition. If a student is experiencing problems with a laptop, it is the student’s responsibility to go to Computer Support for help: <https://intranet.mcad.edu/modules/css/?css=1>. Technical difficulties such a problems printing, uploading, saving, or retrieving files do not excuse late or missing work.

+ During classroom discussion, demonstration, or lecture, students should not be connected to network resources unless students are specifically instructed to do so.

+ Chatting, using social media, or emailing is no more acceptable than talking on a cell phone during class time. Non-class related use of a laptop during class time, including working on homework for other courses, may result in restriction of laptop use or a grade penalty.

+ Unless otherwise indicated, students should never use headphones during class time.

+ Students should always store copies of files in two backup locations. Students should never store the only copy of a paper/project on the student server space in case the server is down, and students are unable to access the paper/project.

+ Recording by instructor permission only. See the MCAD Student Handbook for the full policy.

J. ACADEMIC INTEGRITY / SCHOLASTIC DISHONESTY: Academic integrity is essential to a positive teaching and learning environment. All students enrolled in MCAD courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else’s work as your own can result in disciplinary action.

The MCAD Student Handbook defines academic dishonesty as follows: Submission of false records of academic achievement; cheating on assignments or examinations; altering, forging or misusing a College academic record, document or funds; taking, acquiring or using test materials without faculty permission; acting alone or in cooperation with another to falsify records to obtain grades, honors, awards or professional endorsement in a dishonest manner; plagiarizing.

+ Plagiarizing: Quoting uncited materials, visual or written; presenting the work of others as your own; using work of other MCAD students without their express permission.

+ Using the Same Work in Different Courses: Students may not submit the same work for more than one class without the knowledge and consent of all faculty.

+ Consequences for plagiarizing and double submissions may include failing the assignment or the course, or academic probation.

Within this course, a student who is responsible for scholastic dishonesty can be assigned a penalty up to an including an “F” for the course. If students have any questions regarding the expectations for a specific assignment or exam, they should consult with their professor.

Using the Same Assignment in Different Courses: Studio projects are assigned and assessed according to the specific learning objectives for each course. Occasionally students may be assigned a project in one course that shares many of the learning objectives of an assignment given in a different course. While turning in the same assignment for two courses is not encouraged, students who wish to do so are required to first notify the faculty member of each course and get permission. Faculty may assign additional requirements. Failure to notify faculty can result in failure of the assignments in both courses.

K. ACCESSIBILITY AND EQUAL ACCESS: Persons with disabilities have a right to equal opportunity as prescribed by law. MCAD is responsible for creating a barrier-free environment while empowering students to grow toward independence and self-assertion. It is the individual student’s responsibility to make their needs known and request accommodation. First-time disclosures must be made via appointment with the Learning Center or via our Disability Disclosure Form. For more information, visit [learningcenter.mcad.edu](http://learningcenter.mcad.edu/) or call (612) 874-3671.