HU 2642 Introduction to Digital Media
Fall Semester, 2014
Walker - Arts & Humanities 0120A
TR 3:35 pm – 4:50 pm

Instructor: Tom Adolphs
tcadolph@mtu.edu (Expect a response time of up to 2 days)

Office: Walker 330
Office Hours: Tues. 1:00pm – 2:00pm

COURSE DESCRIPTION:
This course provides a survey of the basic principles, practices and implications of digital media communication and production. It will engage digital media tools, techniques and processes through hands-on production, readings, discussion and analysis of contemporary issues. This course will combine the practice of creating digital materials with theoretical and historical discussions.

COURSE GOALS:
• To gain an understanding of the history, theory, and social impact that accompany digital media through the assigned readings posted onto our Canvas page
• To analyze a number of important global events, which are connected to digital media’s impact on our lives. We’ll discuss how digital media has shaped the events, or how the events have subsequently shaped digital media
• To effectively communicate information via digital media
• To use, as well as gain a better feel of the following software: Photoshop, video software, audio software, and InDesign
• To work as a group in order to accomplish digital media related tasks
• To work as a group in order to conduct research on the topic of digital media, as well as construct the design of an E-Journal

REQUIRED READING FOR THIS COURSE:
All of the reading for this class has been posted as PDF files onto our Canvas page. The reading and response due dates can be found below in the "Tenative Scheduling," as well as on the course calendar found on Canvas. I must stress, it is your responsibility to keep track of the reading and responses due throughout this course. All of you have the syllabus in both digital and tangible form – keep an eye on it.

GRADING POLICY (200 total points):

Reading Responses: 40 total points = 20% of overall grade
Presentation: 20 total points = 10% of overall grade
Assignments: 40 total points = 20% of overall grade
Final Project/Paper: 100 total points = 50% of overall grade
GRADING SYSTEM:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage</th>
<th>Grade Points per Credit</th>
<th>Rating</th>
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<tbody>
<tr>
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<td>AB</td>
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<td>F</td>
<td>59% and below</td>
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I
Incomplete; given only when a student is unable to complete a segment of the course because of circumstances beyond the student’s control. A grade of incomplete may be given only when approved in writing by the department chair or school dean.

X
Conditional, with no grade points per credit; given only when the student is at fault in failing to complete a minor segment of a course, but in the judgment of the instructor does not need to repeat the course. It must be made up within the next semester in residence or the grade becomes a failure (F). A (X) grade is computed into the grade point average as a (F) grade.

ATTENDANCE AND DEADLINE POLICY:
In this course you will only be allowed two unexcused absences before your grade is affected. Each additional absence will result in a lowering of your grade — an A to an AB, an AB to a B, etc.

Your attendance is needed for the course to move smoothly and to prevent falling behind. Two days a week - meeting for only an hour and fifteen minutes - is not much time.

Do not turn in an assignment late and expect a grade for the assignment. It is not fair to students who worked hard to get their assignments in on time for an instructor to accept late work. This is a reading intensive class. Do not complete your assignments at the last minute. Always backup you digital files onto an external harddrive.

RESPECTFULNESS:
Everyone has the right to his or her own unique perspective and opinions, that having been said, I expect us all to realize that some thoughts are not appropriate for an academic setting. The inability to respect others within this class will not be tolerated, and could potentially affect your grade.

UNIVERSITY POLICY:
Discrimination: Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a
disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students Office, at 487-2212. For other concerns about discrimination, you may contact your adviser, department head or the Affirmative Action Office, at 487-3310.

MTU Disability Services
MTU Equal Opportunity Statement
MTU Affirmative Action

ACADEMIC DISHONESTY:
Cheating: All written work submitted for a grade in this course must be the product of your own composition. Ideas generated due to reading and group discussion may provide the inspiration for your work, but should not be the sole ideas represented. With collaborative projects, of course, ideas should be representative of the group's work.
Plagiarism: Students are responsible for reading and understanding the University policy on Cheating and Plagiarism set forth in Michigan Technological University.
Respect: Insults, slurs, or attacks of any kind will not be allowed in my class. Any student who engages in this type of behavior in the classroom will be permanently removed from the class. In other words, forced to drop the course, in addition to other possible punishment given by Michigan Technological University (See the MTU Community Code of Conduct).

RESOURCES:
The Writing Center: The MTU Writing Center (Walker Arts & Humanities Room 107) is a superb resource. The staff is willing to help no matter what stage you're at in your paper, from brainstorming to putting on the final touches. Since writing a good paper entails having other people looking at it and giving you feedback, visits to the Writing Center are highly recommended.

Library Website
Online Documentation Websites
http://www.file-extensions.org/
Tentative Schedule

*Note: This schedule is subject to change. Always check the class emails.

**Introduction:**

**Week 1**  
* Tuesday, Jan. 14th  
  * Go over syllabus and Canvas  
  * Discuss the reading, reading responses, and presentations  
  * Ask the two questions (expectations, what you want to learn)

* Thursday, Jan. 16th  
  * Discuss the final project  
  * Go over questions for the documentary  
  * Play “Digital Media: New learners for the 21st Century”

**Part 1: What is Digital Media?**

**Week 2**  
* Tuesday, Jan. 21st  
  * Presentations #1 and #2

  * Required Reading for Reading Response #1:  
    - Manovich, “What Is New Media?” (pp. 43-74)  
    - New New Media, “Why, ‘New New’ Media?” (pp. 1-13)

  * Suggested Reading:  
    - Wiener, “Men, Machines, and the World About” (pp. 67-72)

* Thursday, Jan. 23rd  
  * Discussion of HTML

  * Access the following link to gain a better understanding of HTML:  
    http://www.w3schools.com/html/default.asp

**Week 3**  
* Tuesday, Jan. 28th  
  * Presentations #3 and #4

  * Required Reading for Reading Response #2:  
    - Carr, “Is Google Making us Stupid?” (pp. 1-8)  
    - Coover, “The End of Books” (pp. 705-710)

  * Suggested Reading:
- Nelson, “A File Structure for the Complex, the Changing, and the Indeterminate” (pp. 133-154)

**Thursday, Jan. 30th**

- Hand out and go over Assignment #1
- Show examples
- Get into groups
- Discuss photo collection methods
- Start Going Over Photoshop (Tutorials on Canvas)

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**Part 2: The Age of Reproduction to the Age of Information**

**Week 4**

**Tuesday, Feb. 4th**

- Presentations #5 and #6

- Required Reading for Reading Response #3:
  - Benjamin, “The Work of Art in the Age of Technological Reproducibility”

- Suggested Reading:
  - Licklinder, “Man-Computer Symbiosis” (pp. 73-82)

- If time remains, work with Photoshop

**Thursday, Feb. 8th**

- NO CLASS – Winter Carnival

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**Week 5**

**Tuesday, Feb. 11th**

- Presentations #7 and #8

- Required Reading for Reading Response #4:
  - Harvey, “Time-Space Compression” (pp. 82-91)
  - Manovich, “Teleaction” (pp. 150-161)

- Suggested Reading:
  - Deleuze and Guattari, “From a Thousand Plateaus” (pp. 407-409)

**Thursday, Feb. 13th**

- Assignment #1 group presentations (or extened work week?)
Part 3: Social Experiences Becoming Digital

Week 6
* Presentations #9 and #10

* Required Reading for Reading Response #5:
  - New New Media, “Blogging” (pp. 81-117)

* Suggested Reading:
  - Goggin, “Text Message”
  - Nielson, “Social Media Report”
  - New New Media, “Pod-Casting” (p. 148-160)

Thursday, Feb. 20th
* Hand out and discuss Assignment #2
* Watch viral video examples
* Watch videos on Canvas
* Get into groups

Week 7
* Presentations #11 and #12

* Required Reading for Reading Response #6:
  - Chandhry, “Mirror, Mirror on the Web” (pp. 1-6)
  - New New Media, “YouTube” (pp. 41-64)

* Suggested Reading:
  - New New Media, “Facebook” (pp. 13-28)
  - Jenkins, “Art for the Digital Age”

Thursday, Feb. 27th
* Go over I-movie and Audacity (Tutorials on Canvas)
* Get into groups and work on scripts

Part 4: Issues of the Individual and National Sovereignty

Week 8
* Presentations #13 and #14

* Required Reading for Reading Response #7:
  - Jenkins, “Participatory Culture is not Web 2.0” (pp. 1-5)
- Prensky, “Digital Natives, Digital Immigrants”

* Suggested Reading:
  - Nichols, “The Work of Culture in the Age of Cybernetic Systems” (pp. 625-641)

**Thursday, Mar. 6th**

* Work Day

**Week 9**

**Tuesday, Mar. 16th**

* Presentations #15 and #16

* Required Reading for Reading Response #8:
  - Holmes, “The Fads Who Edit Wikipedia” (pp. 1-2)
  - Ludlow, “Wikileaks and Hacktivist Culture” (pp. 1-3)
  - New New Media, “Politics and New New Media” (pp. 172-182)

* Suggested Reading:
  - “Copyright Basics”
  - “Fair Use”

**Thursday, Mar. 20th**

* Assignment #2 group presentations

**Part 5: Is Digital Media Revolutionary/A Paradigm Shift?**

**Week 10**

**Tuesday, Mar. 25th**

* Presentations #17 and #18

* Required Reading for Reading Response #9:
  - Moulthrop, “You Say You Want a Revolution?” (pp. 691-704)
  - Thompson, “The Theory of the Public Sphere” (pp. 69-75)

* Suggested Reading:
  - McGuigan, “What price the public sphere?” (pp. 91-107)
  - Sparks, “Is there a global public sphere?” (pp. 108-124)

**Thursday, Mar. 27th**

* Go to Van Pelt Library to conduct research for final

**Week 11**

**Tuesday, April 1st**
* Presentations #19 and #20

* Required Reading for Reading Response #10:
  - New New Media, "The Dark Side of Digital Media" (pp. 161-172)

**Thursday, April 3rd**

* Open Day

**Week 12**

**Tuesday, April 8th**

* Continue discussing the final
* Work with InDesign
* InDesign tutorials on Canvas

**Thursday, April 10th**

* Discuss E-Journal design – cover, layout, photo choices

**Week 13**

**Tuesday, April 15th**

* Time for working on final
* Peer review

**Thursday, April 17th**

* Meet with groups to go over last minute concerns

**Week 14**

**Tuesday, April 22nd**

* Finish work on final, or begin final projects presentations

**Thursday, April 24th**

* Final project presentations
Graphic and Information Design
HU 2645 Section R01
Spring 2014
with Thomas C. Adolphs

The Basics:
My Office: 330 Walker
Email: tcadolph@mtu.edu
Class meets Tues. and Thurs. in Walker 120A from 7:05 – 8:20pm
Office Hours: Tues. 1:00 – 3:00 or by appointment

Course Overview:
This course is a computer-intensive introduction to the principles for creating clear, effective graphic communication. Students critique the work of other designers in terms of the work's audience and intended effect, and they construct and critique their own design projects as well.

Course Goals:
- To gain an understanding of the history and theory that accompany graphic design in order to better comprehend its impact on the individual, and more broadly, society at large (how design impacts our own thinking and actions)
- To learn and incorporate the principles of design into one's own work, establishing a critical "eye" for aesthetics
- To effectively communicate information via a visual format, using both image and text
- To develop one's skills within the following software programs - Illustrator, PhotoShop, and InDesign
- To use the software listed above to make one's own idea(s) come to fruition (effectively developing a concept into a tangible print, or a digital form of communication)
- To not only analyze your own work, but to work as a critical team in order to better the work of your peers

Materials Needed for Course:
Adobe Creative Suites – provided by the HDMZ
Sketchbook and tracing paper - Everyone is required to have a "professional" sketchbook and tracing paper (tracing paper MUST be at least 16 by 13 inches – can be found at MTU bookstore), which will be used for the development of your ideas, bringing your concepts into the CS programs, and for matting.

- Drawing implements
- Matte board – Provided by HDMZ
- Metal ruler or T-square - Provided by HDMZ
- Exacto Knife and extra blades – Provided by HDMZ
- Tape
- Memory cards, flash drives, or CDs

Required Reading for the Course:
The reading for this class will be posted as PDF files on Canvas. The reading and responses will be assigned in class. I must stress, it is your responsibility to keep track of the reading and responses due throughout this course!
Attendance Policy:
Due to the nature of this course you will only be allowed two unexcused absences before your grade is affected. Each additional absence will result in a lowering of your grade – an A to an AB, an AB to a B, etc.

Your attendance is needed for the course to move smoothly and to prevent falling behind. Two days a week - meeting for only an hour and fifteen minutes - is not much time for a graphics course.

Assignments:
- Three major CS assignments – each worth 100 points
- Reading responses – each worth 10 points

All the “major” CS assignments must be completed if you wish to pass this course. Assignments will be collected when they are due. Each day that any assignment is late will result in the lowering of that assignments grade – an A to an AB, an AB to a B. If you know you will be absent, please arrange a time to turn in the assignment before your missed day.

Grading Scale:
To receive a passing grade in this course you must complete all assignments, projects, and the final portfolio.

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<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A/B</td>
<td>87-92.9%</td>
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<tr>
<td>B</td>
<td>82-86.9%</td>
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<tr>
<td>B/C</td>
<td>77-81.9%</td>
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<tr>
<td>C</td>
<td>72-76.9%</td>
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<tr>
<td>C/D</td>
<td>67-71.9%</td>
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<tr>
<td>D</td>
<td>62-66.9%</td>
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<tr>
<td>F</td>
<td>0-61.9%</td>
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MTU’s Policy on Academic Integrity:
Plagiarism and cheating are serious academic offenses. They are defined by this policy as: “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation,” and this policy covers copying sections or entire papers from printed or electronic sources, as well as handing in papers written by students for other classes or purchasing academic papers. Plagiarism and cheating not only are dishonest but also cheat you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk with me or consult a coach in the Writing Center (487-2007).
(http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.htm)

MTU’s Policy on Discrimination and Harassment:
MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodation for equal access to education and services at MTU, please call Dr. Gloria Melton, Dean of Students (487-2312). For other concerns about discrimination, you may contact your advisor, department chair or the Affirmative Action Office (487-3310). Disability Services (http://www.admin.mtu.edu/urel/studenthandbook/student_services.html) Equal Opportunity (http://www.admin.mtu.edu/admin/boc/policy/ch3/ch3p7.htm)

*Note - I reserve the right to change this syllabus to meet the needs of the class.*