HU 2642 Introduction to Digital Media  
Fall Semester, 2015  
Walker - Arts & Humanities 0120A  
TR 11:05 am – 12:20 pm  

Instructor: Tom Adolphs  
tcadolph@mtu.edu (Expect a response time of up to 2 days)  
Office: Walker 330  
Office Hours: Wednesday 1:00 – 3:00pm

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 Schedual,” 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/credit</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% &amp; above</td>
<td>4.00</td>
<td>Excellent</td>
</tr>
<tr>
<td>AB</td>
<td>87% – 92%</td>
<td>3.50</td>
<td>Very good</td>
</tr>
<tr>
<td>B</td>
<td>82% – 86%</td>
<td>3.00</td>
<td>Good</td>
</tr>
<tr>
<td>BC</td>
<td>76% – 81%</td>
<td>2.50</td>
<td>Above average</td>
</tr>
<tr>
<td>C</td>
<td>70% – 75%</td>
<td>2.00</td>
<td>Average</td>
</tr>
<tr>
<td>CD</td>
<td>65% – 69%</td>
<td>1.50</td>
<td>Below average</td>
</tr>
<tr>
<td>D</td>
<td>60% - 64%</td>
<td>1.00</td>
<td>Inferior</td>
</tr>
<tr>
<td>F</td>
<td>59% and below</td>
<td>0.00</td>
<td>Failure</td>
</tr>
</tbody>
</table>

**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 an assignment in 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, Sept. 1**
  * Go over syllabus and Canvas
  * Discuss the reading, reading responses, and presentations
  * Ask the two questions (expectations, what you want to learn)
  * Begin screening “Her”

* **Thursday, Sept. 3**
  * Discuss the final project
  * Go over questions for the documentary
  * Finish “Her” and hand out assignment

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

**Week 2**

* **Tuesday, Sept. 8**
  * Presentations #1 and #2
  * Required Reading for Reading Response #1:
    - Manovich, “What is New Media?” (pp. 43-74)
    - Rushkoff, “Program or be Programmed – Intro” (pp. 1 – 15)
  * Suggested Reading:
    - Wiener, “Men, Machines, and the World About” (pp. 67-72)

* **Thursday, Sept. 10**
  * Discussion of HTML
  * Access the following link to gain a better understanding of HTML:
    http://www.w3schools.com/html/default.asp

**Week 3**

* **Tuesday, Sept. 15**
  * 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, Sept. 17th
* Hand out and go over Assignment #1
* Show examples
* Get into groups
* Discuss photo collection methods
* Start Going Over Photoshop (Tutorials on Canvas)

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

Week 4
Tuesday, Sept. 22nd
* 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, Sept. 24th
* Work in the Lab on Assignment #1

Week 5
Tuesday, Sept. 29th
* 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, Oct. 1st
* Assignment #1 group presentations (or extended work week?)
Part 3: Social Experiences Becoming Digital

Week 6  
* Presentations #9 and #10
* Required Reading for Reading Response #5:
  - Lanier, “You are Not a Gadget – Ch. 14” (pp. 1 – 9)
  - Miller, “How Social Media Silences” (pp. 1 – 3)
* Suggested Reading:
  - Goggin, “Text Message”
  - Nielson, “Social Media Report”
  - New New Media, “Pod-Casting” (pp. 148-160)

Thursday, Oct. 8
* Hand out and discuss Assignment #2
* Watch viral video examples
* Watch videos on Canvas
* Get into groups
* Go over i-movie and Audacity (Tutorials on Canvas)
* Get into groups and work on scripts

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, Oct. 15
* NO CLASS
Part 4: Issues of the Individual and National Sovereignty

Week 8
* Presentations #13 and #14

* Required Reading for Reading Response #7:
  - Turkle, “Alone Together – Ch. 9” (pp. 1 – 14)
  - Prensky, “Digital Natives, Digital Immigrants” (pp. 1 – 15)

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

Thursday, Oct. 22nd
* Work Day

Week 9
* Presentations #15 and #16

* Required Reading for Reading Response #8:
  - New New Media, “Politics and New New Media” (pp. 172-182)

* Suggested Reading:
  - “Fair Use”

Thursday, Oct. 29th
* Assignment #2 group presentations

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

Week 10
* Presentations #17 and #18

* Required Reading for Reading Response #9:
  - Wikipedia, “The Public Sphere” (pp. 1 – 15)

* Suggested Reading:
  - McGuigan, “What price the public sphere?” (pp. 91-107)
  - Sparks, “Is there a global public sphere?” (pp. 108-124)
Thursday, Nov. 5th

* Go to Van Pelt Library to conduct research for final

Week 11
Tuesday, Nov. 10th

* Presentations #19 and #20
* Required Reading for Reading Response #10:
  - New New Media, “The Dark Side of Digital Media” (pp. 161-172)

Thursday, Nov. 12th

* Open Day

Week 12
Tuesday, Nov. 17th

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

Thursday, Nov. 19th

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

Week 13
Tuesday, Dec. 1st

* Time for working on final
* Peer review

Thursday, Dec. 3rd

* Meet with groups to go over last minute concerns

Week 14
Tuesday, Dec. 8th

* Finish work on final, or begin final projects presentations

Thursday, Dec. 10th

* Final project presentations