

DIGITAL MEDIA

FMX 210-A1 • Summer II • 2019 • CREDITS: 4.00

LOCATION: Cass 134

MEETING TIME: TR 1:00 - 5:15pm

INSTRUCTOR: Erica Isringhaus

EMAIL: eisringhaus@ut.edu

CLASS SITE:

<https://ericaisringhaus.com/fmx-210-a1/>

OFFICE: Cass Annex

OFFICE HOURS: TR 12-1

or by appointment

COURSE DESCRIPTION

FMX 210 is a studio/production oriented course. It is an introduction to the usage of electronic and digital tools for experimental creations from an aesthetic and technical point of view. The main purpose of this class is to expand the students' creativity in the Digital Media domain.

In this class we will study the history, evolution and theory of current technologies in order to understand their potential as creative tools, contextualizing the software and hardware that will be used by the students throughout the semester and their artistic career.

This class is a pre-requisite for multiple other classes in the Film, Animation and New Media Department, as well as other departments. This is a studio class and you are expected to participate as open minded creators, even if you consider yourselves as "not creative". Your authentic self-expression is what is going to make the class a full learning experience for everyone.

STRUCTURE AND OBJECTIVES

A lecture or demonstration will begin each class period, of which students are highly encouraged to take notes. Demos may be reviewed later in the class or briefly at the beginning of the next class. The second half of class will be for the completion of in-class assignments or work time for projects. Group critique will be at the end of every project assignment, in which students will be required express and communicate their ideas clearly and provide feedback to their peers. The purpose assignments and projects are to expand the student's abilities so that they are able to use digital tools in a creative, artistic, and expressive way.

Check your UT webmail account every day. Announcements will be sent to your UT accounts. We will also use Blackboard for assignments and other course material, so

make sure you check it regularly.

Information such as the syllabus, schedule, resources, projects sheets, student blogs, and artists can be found on the class site at: <https://ericaisinghaus.com/fmx-210-a1/>

Learning Goals

Digital Tools are the core of current industry standards. In this class you will:

- Understand the nature of digital creation utilizing simple code, evidencing the logic behind any digital visual creation.
- Comprehend the differences between Vector based imaging and Pixel based design
- Develop an understanding of the evolution of currently used industry accepted tools, especially the Adobe Creative Suite, as well as open source alternatives.
- Understand the importance of image optimization for online delivery, determining the usage of compression types according to the needed media.
- Learn basic Typography, Logo Design, Branding, Identity and Design elements.
- Understand the differences between Digital Media and Printed media, as well as hybrid production using InDesign to produce PDFs.
- Understand the nature of Animation and Video as a sequence of still images and manipulation of time.
- Manipulate and generate audio using tools such as Garageband and Audacity.
- Generate videos combining Audio and Animation.
- Create an online and printed portfolio with the pieces created during the entire semester
- Understand the importance of a digital journal (blog) as digital memories and tool for self-assessment.

METHODS OF EVALUATION

Since you will be exploring new technical and artistic territory, you will be judged on your progress, efforts, attempts at creativity and understanding of the basic concepts introduced in this class.

SCHEDULE

The course schedule is located at:

<https://ericaisinghaus.com/fmx-210-a1/fmx-210-a1-schedule/>

The schedule is subject to change and should be checked regularly.

MATERIALS

Student's materials will largely depend on their proposed projects, however a few things we will be using are:

Sketchbook

Portable hard drive / USB drive

Adobe Creative Suite

Computer

image capturing device

audio capturing device

Some programs and technologies are provided by the school, use your resources!

You can subscribe to the Adobe Creative Cloud here <http://www.adobe.com/creativecloud/buy/students.html> for a special discount for students. It is STRONGLY recommended!

Your best resource for this class – and a lot of other classes – is ATOMIC LEARNING: you will find very detailed tutorials on every single application we will use for this class. Please log on using your UT username and email password. I will also list other tutorials and resources for this class on our website- take advantage of them!

BLOG

All students are required to create a blog (host site of their choosing) which will be linked to the class site at <https://ericaisringhaus.com/fmx-210-a1/studentblogs/>. Student blogs must be updated at a minimum weekly with process and research along with posts responding to reading assignments or artist research. Students will also use this space to link any relevant information for themselves or others in the class. Students may post anything they want on the blog, however be aware that these sites/blogs are public and accessible to everyone in the class and world.

READINGS

Readings will be assigned throughout the semester and provided by the professor through the class site or through library resources.

ATTENDANCE

This is a performance-based class, and interaction with peers and the professor cannot be duplicated outside of class. Regular class participation and continuous faculty evaluation are crucial elements of the learning process. One cannot participate, or receive feedback on one's work, if one is absent. Attendance is mandatory. If you are absent, it is your responsibility to acquire any material that you have missed, not the professor's responsibility. Coming to class late (after roll call), leaving early, failing to be prepared for class, or failing to fully participate in class, will count as an absence.

- 1-2 absences: 0 points subtracted from final course grade
- 3 absences: 20 points subtracted from final course grade
- 4 absences: 30 points subtracted from final course grade
- 5 or more: failure in the course, despite assignments average

It is the responsibility of the student to initiate and maintain communication with the professor in case of an unusual circumstance.

Excused Absences

Excused absences include:

- Court-imposed legal obligations (e.g., jury duty and subpoenas)
- Medical procedure
- Required participation in University-sponsored events
(e.g. performances, athletic events, academic research presentations)
- Observation of religious holy days
- Requirements of military service
- Unforeseen emergencies such as illness, injury, hospitalization, deaths in the immediate family, consequences of severe weather and other crises.

Students should contact instructors as soon as possible in these cases. Instructors may require documentation or verification to excuse unscheduled absences.

**** Employment schedules, athletic conditioning and practice schedules and personal appointments are not valid reasons for excused absences.**

Documented Medical Attention for Illness

Students are excused for absences due to **documented** illnesses or injury that require medical attention. Documentation must be provided from a licensed health care provider and clearly indicate that the student is unable to attend class. While students should not attend class with infectious conditions, even if medical attention is not sought, the decision to excuse absences from undocumented illnesses is at the discretion of the individual instructor. Extended illnesses may interfere with the successful completion of courses, and in such cases a student may want to withdraw from the course. After the withdrawal deadline, students may submit an academic petition with proper documentation to withdraw from courses.

Procedures for Excused Absences and Make-up Work

Students must give notification to their instructors of scheduled absences in advance as soon as they are aware of it (for approved reasons as noted above). In the event of an emergency unscheduled absence (as described above), students must contact their instructors as soon as possible and provide documentation if required.

If an absence qualifies as an excused absence as defined above, the instructor will accommodate the excused absences in a fair manner. Instructors will provide an alternative opportunity to replace missed work or assignments; however, **arranging to replace missed work is the responsibility of the student.**

If an excused absence coincides with other graded work (e.g., homework collection, in-class activities, presentations, activities, critique, etc.), the student shall be given an opportunity to replace such work at the discretion of the instructor. The instructor may determine that missing a certain amount of participation-dependent activities (whether excused or not) precludes successful accomplishment of learning outcomes. In cases like this, the instructor may advise students to withdraw from such courses.

No make up work will be accepted for an unexcused absence.

PARTICIPATION

Participation, support, and respect in all phases of this course are imperative. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Participate in a responsive manner during critique, class discussion, and blogging. Be safe and thoughtful with equipment and facilities. Being in class is your opportunity to get feedback from the instructor and your classmates. Take advantage of it! Ask questions and contribute answers. Offer constructive criticism during group discussions, class workdays, and critiques. Reflect on the comments you receive to gauge the effectiveness of your work. Examine the way your ideas change, evolve, and influence formal and conceptual choices in your work. Your development as an artist hinges on your ability to make effective choices and express ideas clearly.

CELLPHONES

Silence your phones and put them away at the beginning of class. During critiques, absolutely no phones are allowed out. If a phone goes off during critique or you are caught on your phone during critique, you are required to write a one page essay on an artist approved by the instructor **or** bring food (i.e. donuts) to the next class.

CRITIQUE

Critique is a critical component of the course and work will not be graded if it is not presented at critique. You must arrive on time to critique and be prepared to present, with your work finished and installed by the start of class. If you are not prepared for critique, you will not present your work and your work will not be graded.

LATE WORK

No late work is accepted unless the situation qualifies as an excused absence as defined above. Emergencies as defined above may be deemed sufficient cause to permit the submission of late work at the discretion of the instructor.

GRADING

Overall grades:

Week 1	10
Week 2	10
Week 3	10
Week 4	10
Week 5	10
Week 6	15
In class & Homework Assignments	15%
Participation & Attendance	20%
	100%

Grading Scale

A	Outstanding	4.0	100-95
AB	Excellent	3.5	94-89
B	Very Good	3.0	88-84
BC	Good	2.5	83-77
C	Average	2.0	76-72
CD	Below Average	1.5	71-66
D	Passing	1.0	65-60
F	Failure	0.0	59-00
NF	Failure (Three absences may result in a grade of NF)		
I	Incomplete (Generally not given. These must be negotiated, students must already be in good standing, and must be due to extreme medical or family emergency that comes up.)		
S	Satisfactory		
U	Unsatisfactory		

COPYRIGHT

All the text/images/audio/video/CODE/clips you will use in any of your projects will have to be credited correctly. EVERY single text/image/video/audio/CODE/clip you use should be yours and/or copyright free. If you use the code from somebody else, it needs to be recontextualized according to your needs with sufficient differences between the source and your application.

There are sites such as archive.org that provide copyright free material.

If your project uses materials which are not copyright free and do not credit the source, it will affect your grade negatively.

ACADEMIC INTEGRITY

Academic Integrity Statement: Cheating, plagiarism, copying and any other behavior that is contrary to University standards of behavior will not be tolerated.

Students caught violating any aspect of the University of Tampa's Academic Integrity Policy will be penalized in all cases. Penalty ranges from "0" on an assignment to "F" for the course without regard to a student's accumulated points. Students may also face expulsion. It is the student's responsibility to become familiar with the policies of the university regarding academic integrity and to avoid violating such policies. Policy information is found at [Academic Integrity Policy](#)¹.

You must properly document all sources used both in bibliographic format and through proper citation within the text itself. **Failure to provide proper citations within the text of any assignment that you submit is plagiarism and will be reported. This DOES NOT JUST APPLY to research papers. It also means that you need to identify where data was obtained when it is presented.**

CLASS DISRUPTION STATEMENT

Disruption policy: Every student has the right to a comfortable learning environment where the open and honest exchange of ideas may freely occur. Each student is expected to do his or her part to ensure that the classroom (and anywhere else the class may meet) remains conducive to learning. This includes respectful and courteous treatment of all in the classroom. According to the terms of the University of Tampa Disruption Policy, the professor will take immediate action when inappropriate behavior occurs. Details of the policy may be found at [Disruption of the Academic Process](#)².

¹ <http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Academic-Integrity-Policy>

² <http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Disruption-of-the-Academic-Process>

DISCRIMINATION PREVENTION

The University of Tampa is committed to providing an environment free from discrimination based on sex and provides a number of resources and services to assist students, faculty and staff in addressing issues involving sex discrimination, including sexual violence. UT Faculty are required to report any reported or perceived instances of sexual harassment/misconduct to the Dean of Students. Students should also be encouraged to report alleged misconduct to either the Dean of Students or the Office of Conduct and Orientation. Title IX of the Education Amendments of 1972 protects individuals from discrimination based on sex in any educational program or activity operated by recipients of federal financial assistance. Sexual harassment, which includes acts of sexual violence, is a form of sex discrimination prohibited by Title IX.

REPORTING SEXUAL VIOLENCE/ TITLE IX MATTERS

Sexual violence includes nonconsensual sexual contact and nonconsensual sexual intercourse (which is any type of sexual contact without your explicit consent, including rape), dating violence, sexual harassment, sexual exploitation, domestic violence, and stalking. You may reach out for confidential help (see contact info below) or report an incident for investigation.

If you choose to write or speak about an incident of sexual violence and disclose that this violence occurred while you were a UT student, the instructor is obligated to report the incident to the Title IX Deputy Coordinator for Students. The purpose of this report is to provide a safe and nondiscriminatory environment for all students. The Deputy Coordinator or his or her designee will contact you to let you know about the resources, accommodations, and support services at UT and possibilities for holding the perpetrator accountable. If you do not want the Title IX Coordinator notified, instead of disclosing this information to your instructor, you can speak confidentially with the individuals listed below. They can connect you with support services and discuss options for holding the perpetrator accountable.

There is an exception to this required reporting for preventative education programs and public awareness events or forums. While the instructor is not required to report disclosures during these instances, unless you make or initiate a complaint, during these programs or events, the instructor or another University official will ensure that the students are aware of the available resources at UT, such as counseling, health, and mental health services, and it will provide information about Title IX, how to file a Title IX complaint, how to make a confidential report, and the procedure for reporting sexual violence.

For more information, see The University of Tampa's [Title IX](http://www.ut.edu/titleix/)³ webpage and the

³ <http://www.ut.edu/titleix/>

Student Services [Title IX and Sexual Misconduct Procedures](#)⁴ webpage.

To make a confidential report of sexual violence, please contact:

- The Victim's Advocacy Hotline: (victimadvocacy@ut.edu) (813) 257-3900.
- Dickey Health & Wellness Center (wellness@ut.edu) (813) 257-1877.
- Health and Counseling Center (healthcenter@ut.edu) (813) 253-6250

ADA STATEMENT

Students with disabilities: If there is a student who requires accommodations because of any disability, please go to the Academic Success Center in North Walker Hall for information regarding registering as a student with a disability. You may also call (813) 257- 5757 or email disability.services@ut.edu. Please feel free to discuss this issue with me, in private, if you need more information.

CAMPUS CLOSURE STATEMENT

Course interruption due to adverse conditions: In case of any adverse condition or situation which could interrupt the schedule of classes, each student is asked to access [UT Homepage](#)⁵ for information about the status of the campus and class meetings. In addition, please refer to [UT Blackboard](#)⁶ for announcements and other important information. You are responsible for accessing this information.

⁴ <https://www.ut.edu/studentconduct/titleix/>

⁵ <http://ut.edu>

⁶ <https://utampa.okta.com>

CAMPUS SAFTY

<http://www.ut.edu/safety/>

IN CASE OF EMERGENCY IN CASS	The Cass Building is 611 UT University Drive. The Cass Annex is 607 UT McNeel Court
Campus Safety Phone Numbers:	On Campus: x7777 Off Campus or by cell phone: (813) 257-7777
Life-Threatening Situations:	Call 911 and then call Campus Safety
Safety Alerts	www.ut.edu/alert
Tropical Weather	www.ut.edu/weather
Safe Escort Service (LASER TEAM)	On campus x4515 Off Campus or cell phone: (813) 257-4515
Campus Safety Office	Maureen A. Daly Innovation and Collaboration Building (first floor, right behind the Thomas parking garage)

General Disclaimer

Note: The professor reserves the right to make changes to this syllabus, schedule, and any course materials as necessary.