

Course Syllabus

Comm 359 "Applied Media Aesthetics"
Fall 2015

Professor Mark Tolsted	CAC 321	346-3920
mtolsted@uwsp.edu		
Office hours:	Mondays	12:00-12:30PM
	T/W/R	By Appointment

Course Description:

"Despite the ever-increasing automation of standard two-dimensional (2D) and three-dimensional (3D) digital cinema and video equipment, which optimizes most of the point-and-shoot variables, you are still in charge of making aesthetic decisions. More so, *you can no longer rely solely on instinct when framing a shot or adding music to your video track* but must acquire the knowledge and the skill to select and apply on a regular basis those aesthetic elements that translate significant ideas into maximally effective messages." [emphasis added]

Herbert Zettl, Sight Sound Motion: Applied Media Aesthetics 7th ed.,
p. xxiii

This course examines visuals and sounds in/for television programs and films, from an applied media aesthetic approach. Students are expected to both "deconstruct" (to critically evaluate) images and sounds in television and film AND to "construct" (create) or visualize through produced work.

Course Objectives:

- to critically examine television/video programs and films.
- to become familiar with various forms of applied media aesthetics.
- to be able to deconstruct AND construct images and sounds using aesthetics.

Textbooks and Supplies:

- 1) Zettl, H. (2014) Sight Sound Motion: Applied Media Aesthetics 7th ed. Belmont, CA: Wadsworth.
 - a. This class is based on the 7th edition. If you choose to use an earlier edition, you may miss some of the content covered and this could very well "hurt" your exam performance in this class. This book is on textbook purchase. There are several used copies available.
 - b. To purchase the eBook through Cengage: Use this URL for the Cengage site. Click on the e-book option to the right:
 - i. <http://www.cengagebrain.com/shop/isbn/9781133307358>The ISBN for the e-book is: 9781285625119.

- 2) Students are also required to have, or have access to, a 16GB, Class 10 SD card. These are available at the UWSP Bookstore...or pretty much any electronics store...or online via Amazon or other online seller.
- 3) **If you are still enrolled in this course on the ninth day of the semester, a \$25 rental equipment fee will be charged to your student account. Paying this fee allows you to access production equipment (cameras, tripods, light kits, etc.) available for check-out through the IT Help Desk.**
 - a. Note: it is expected that you will use this equipment for the creation exercise.

Grading:

Final grades for this course will be determined by student performance in four areas: deconstruction exercises, application/creation exercises, crossword puzzles, and examinations.

- 1) Final Examination. At the end of the semester, on **Monday December 14th (6:30PM)**, there will be final examination. The exam is worth 100 points and will cover the materials from Zettl. The exam will have essay questions only. *Please check the Content area of D2L for the file of questions that will serve as the library from which the final examination will be comprised.* Note: it is very strongly recommended that you work on these questions as you read each chapter.
- 2) Construction/Creation Exercise. There will be a total of twenty (20) points assigned to a creation exercise. Using DSLR and/or audio equipment, you are to pick one of the aesthetic concepts/principles discussed in Zettl and then you are to create a sample that illustrates that particular sample. This can be a still image, a moving image, or a sound. You must also write a three to four page explanation-description justifying the work you created. This is to be deposited in the D2L Dropbox on by 5PM on Monday, December 14th.
- 3) Deconstruction Exercises. There are 30 points assigned to three deconstruction exercises (10 points each). Each exercise includes a written (three to five pages, **maximum**) essay (accompanied by samples). You must choose one program (a movie or TV show) that you will use for all three essays. Choose one concept (for each essay) presented in Zettl, and “deconstruct” that program. Essays are to be deposited in the D2L Dropbox on the due dates by the times indicated in D2L. Each student will present their first 2 essays to class on Monday October 26th. Check the content area of D2L for some sample essays.
- 4) Crossword Puzzles: There are crossword puzzles for each chapter of the Zettl book. You must complete the puzzle and deposit it in the Dropbox before you can take the online exam for the chapter. The exam will not open for you until you have deposited the puzzle in the

correct Dropbox. Each puzzle is worth two points, for a total of 36 points.

- 5) Online Tests. There is an online test (administered through D2L) corresponding to each of Zettl chapters. You can consider these exams as self-paced: other than the final day of the semester (December 14th), there are no specific due dates for the exams although you will find a “recommendation” of when you should be completing the exams in the course syllabus. These quizzes account for 270 points. The exams are set to randomly generate questions (chosen from a database of questions per chapter) when you open it. This means that you will have different questions than other students in the class. In addition, you **cannot** take the exams until you have deposited the **completed** crossword puzzles in the drop box. Also be aware that D2L will auto grade the exams and when it does so, it is very, very case sensitive. D2L does not grade essay questions. **I will go in and manually grade the exams after they close. In all likelihood, your point totals will go up after I have manually graded the exams.**

Point Totals:

Online Exams:	18@15	270
Construction/Creation Exercise and Presentation		20
Deconstruction Exercises: 3@10		30
Final Examination		100
Crossword Puzzles:	18@2	36
TOTAL:		450*

Note: there are 456 points possible in the class, but final grades are determined on 450 possible points.

Grading Scale and Point Totals:

Final grades will be determined on the following scale:

95%+	=	A	427-450
94%	=	A-	423-426
93%	=	B+	418-422
87%-92%	=	B	391-417
86%	=	B-	387-390
85%	=	C+	382-386
77%-84%	=	C	346-381
76%	=	C-	342-345
75%	=	D+	337-341
71%-74%	=	D	319-236
0%-70%	=	F	0-318

How this class works:

Please read this section very, very carefully!

- (1) This class is set up with the expectation that you will spend **about seven to 10** hours a week working with the materials.
- (2) We meet as a class on September 14, October 26 and December 14 at 6:30PM in CAC 300. You may not miss any of these required class sessions!
- (3) After reading this course syllabus completely, open up D2L and take the Syllabus quiz. **This absolutely needs to be done by Friday, September 11th. 5PM.** Once you have completed this test, the remainder of the D2L site will open for you.
- (4) Choose three different movies or a TV programs that you want to use for your deconstruction exercises. Fill out the *Choice of Film/TV Series* and post it in the Dropbox **by Wednesday, September 16th, 5PM.** You will be assigned one of these to work with over the semester. You will need to have access to the movie/TV program over the course of the semester and you should be able to snip out clips that you can refer to in your essay(s) and also deposit in the dropbox—MPEG 4 format works best for video, MP3 for audio files.
- (5) There are required due dates (and times) for the creation exercise (December 14th) and the three deconstruction exercise (see the course syllabus for the specific dates). You will present the first two deconstruction exercises to the class when we meet on October 26th. There are instructions and samples for both the deconstruction and construction assignments in the content area of D2L.
- (6) There is a discussion topic area set up for the class to share thoughts and ask questions of each other. I will be monitoring this pretty much daily and provide guidance as needed. Because the readings are self-paced, we may not be on the same chapter at the same time, but nonetheless, I recommend that you monitor the topic regularly.
- (7) The content area of D2L includes folders full of samples/examples of many of the concepts in each chapter. You need to look at these and think about them. They will help you to better understand how applied aesthetic work. I also recommend that you use the discussion topic area to share your thoughts about these samples/examples with each other. I will be commenting (in the discussion topic area) on these samples/examples as the semester progresses.
- (8) To complete your creation project assignment, we are allowing you access to cameras and recorders (with tripods, lights, etc.). This equipment is available for check-out at the help desk in the basement of the LRC. You will need your student ID card in order to check-out equipment.
- (9) The content areas of the class related to the Zettl book are “self-paced”: you can do them when you want, as long as everything is done prior to

December 14th. Please be aware that there are recommended/suggested due dates for the chapters in the course schedule (see below). When working with the Zettl book, you should **do the following**:

- a. Print off the PDF of PowerPoint slides for the chapter you are working on
 - b. Print off the PDF crossword puzzle for the chapter you are working on
 - c. Listen to audio (MP3 file) introduction for the chapter you are working on.
 - d. Read the chapter, taking notes on the printed PowerPoint slides and answering the chapter associated essay questions for the final exam (posted in D2L).
 - e. Open up the samples/examples for the chapter you are working on and view/listen to them—try to “explain” to yourself why they were included to demonstrate the concept.
 - f. Check the online discussion topic: if you have questions about any of the samples/examples or concepts, ask them...if you want to comment on any of the samples/examples or concepts, do so...if you can think of another sample or example that illustrate the concept as well as the ones provided, post it. **THIS IS YOUR FOURM...IT IS FOR YOU TO ENGAGE WITH YOUR PEERS ABOUT THE MATERIALS YOU ARE WORKING ON.**
 - g. Complete the crossword puzzle and deposit it in the Dropbox. Note: you can scan it in as a PDF or you can take a picture of it with your phone and deposit it as JPEG.
- (10) Access D2L and take the test for the chapter you are working on.
- (11) My office hours are on Mondays from 12 to 12:30PM. You can reach me there and then. I am also available at other times, but you will need to email me to set up a time.

Attendance Policy: This is a hybrid class. On days that attendance is scheduled, you must be there. If you miss any of the three scheduled class, for any reason, you will lose 50 points for the final point totals. **Note: this is enough to drop you a full letter grade.**

Make-up Examinations and Late Assignments: Unless otherwise noted, all assignments are due in the Dropbox or in-class on the assigned date. There are only 3 circumstances under which students will be allowed to make-up a missed examination or turn in an assignment after the scheduled due date. (#1) a death in the family, or (#2) an illness--a note from a doctor or the campus health center may be required, or (#3) a UWSP-sponsored activity--a note from the event coordinator, in advance of the scheduled examination or assigned work, is required. These circumstances do not automatically grant you a make-up of an exam or extension for an assignment. **You must notify me in a timely manner,**

and based on that contact a decision will be made whether you will be allowed a make-up an exam or will be given an extension for a scheduled assignment.

Community Bill of Rights and Responsibilities

UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to success, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP.

Read more here: <http://>

www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment and possibly the class. For more information, see the UWSP “Student Academic Standards and Disciplinary Procedures” section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

Assistive Accommodations

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities.

For more information about UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

Students are responsible for monitoring their E-mail. Materials relative to the course (clarification of assignments, possible changes to the syllabus, etc.) will be sent to students on via E-mail, as well as posted in D2L.

Course Schedule:

Week 1:

Wednesday, September 2:

Thursday, September 3:

Friday, September 4:

Week 2:

Monday, September 7:
Tuesday, September 8:
Wednesday, September 9:
Thursday, September 10:
Friday, September 11:

Complete the syllabus test in D2L by 5PM

Week 3:

Monday, September 14:
Tuesday, September 15:
Wednesday, September 16:
Thursday, September 17:
Friday, September 18:

CLASS MEETS

Choice of Film/TV Series due in Dropbox by 5PM

Week 4:

Monday, September 21:
Tuesday, September 22:
Wednesday, September 23:
Thursday, September 24:
Friday, September 25:

Week 5:

Monday, September 28:

Tuesday, September 29:
Wednesday, September 30:

Thursday, October 1:
Friday, October 2:

**SHOULD BE THROUGH CHAPTER 5 BY NOW:
READING, CROSSWORD PUZZLES, EXAMS**

Deconstruction Exercise #1 due in Dropbox by
5PM

Week 6:

Monday, October 5:
Tuesday, October 6:
Wednesday, October 7:
Thursday, October 8:
Friday, October 9:

Week 7:

Monday, October 12:
Tuesday, October 13:
Wednesday, October 14:
Thursday, October 15:
Friday, October 16:

Week 8:

Monday, October 19:
Tuesday, October 20:
Wednesday, October 21:

**SHOULD BE THROUGH CHAPTER 11 BY
NOW: READING, CROSSWORD PUZZLES,
EXAMS**

- Thursday, October 22:
Friday, October 23: Deconstruction Exercise #2 due in Dropbox by 5PM
- Week 9:
Monday, October 26: **CLASS MEETS**
Deconstruction Exercise Presentation
- Tuesday, October 27:
Wednesday, October 28:
Thursday, October 29:
Friday, October 30:
- Week 10:
Monday, November 2:
Tuesday, November 3:
Wednesday, November 4:
Thursday, November 5:
Friday, November 6:
- Week 11:
Monday, November 9:
Tuesday, November 10:
Wednesday, November 11:
Thursday, November 12:
Friday, November 13: SHOULD BE THROUGH CHAPTER 15 BY NOW: READING, CROSSWORD PUZZLES, EXAMS
- Week 12:
Monday, November 16:
Tuesday, November 17:
Wednesday, November 18:
Thursday, November 19:
Friday, November 20: Deconstruction Exercise #3 due in Dropbox by 5PM
- Week 13:
Monday, November 23:
Tuesday, November 24:
Wednesday, November 25:
Thursday, November 26:
Friday, November 27:
- Week 14:
Monday, November 30:
Tuesday, December 1:
Wednesday, December 2:
Thursday, December 3:
Friday, December 4:
- Week 15:
Monday, December 7:
Tuesday, December 8:

Wednesday, December 9:

Thursday, December 10:

Friday, December 11:

SHOULD BE THROUGH CHAPTER 18 BY
NOW: READING, CROSSWORD PUZZLES,
EXAMS

Week 16:

Monday, December 14

CLASS MEETS

Final Examination

Creation Exercise Due in Dropbox by 5PM

Did I Plagiarize?

The Types and Severity of Plagiarism Violations

