

Introduction to Digital Media - FDMA 1520 - Section 501

Syllabus - REMOTE - Fall 2022

Instructor: André Callot

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Credit Hours

This is a 3 credit-hour course. Students are expected to work on their own and in groups to complete assignments using school-supplied resources within the timeframe outlined for each assignment. The course is remote and asynchronous, meaning that class work will be turned in through the Canvas website (canvas.unm.edu) by midnight Mountain Time the night before the class in which the assignment is due.

Course Learning Objectives

This course is designed to provide students with a survey of the histories, innovative concepts, and creative possibilities of digital media. Students will consider a wide variety of digital media processes and applications. Additionally, students will learn fundamental skills in teamwork, storytelling, and design.

Students will:

1. Demonstrate their understanding of fundamental key concepts, principles of animation and the moving image, and visual storytelling skills through digital narrative,
2. Demonstrate collaboration and interdisciplinary work through digital media projects,
3. Present and analyze creative works and develop strong communication

Grades

Grades are based on participation in class critiques and discussions, as well as weekly assignments and two final projects (documentary and narrative). Projects that satisfy the stated requirements and which are turned in on time will receive full credit. Late projects will be docked a letter grade for each week they are late. This is a contract-based course, meaning that any assignment that is turned in that satisfies the assignment description will receive full points, and will not be graded based on "quality."

Video project assignments are to be uploaded directly to the Learn Blackboard Discussion Board to the appropriate assignment, using the Kaltura media management system. Letter grades correspond to point totals:

A: 90-100% B: 80-89% C: 70-79% D: 61-69%

Office Hours

Please email me (acallot66@unm.edu) before August 30, 2022 to schedule a one-hour consultation session to occur before September 10, 2022. We will discuss your interest in the course, your hopes for covering specific subject matter, and your access to library resources. Additional sessions are available for scheduling upon request.

I am available on Fridays between 1 PM and 4 PM for additional meetings. If you would like to meet with me but haven't scheduled a time, you can email me during this weekly period for an immediate meeting, if I am not already meeting with a student.

Class Participation

A portion of the student's final grade (defined above) will depend on the student's weekly participation in class discussions on the Canvas Discussion Board for this course. Failure to contribute significantly to the weekly forums created for each class will result in a lower final grade for the course. The student's final grade will be reduced by 1.25% for each week you fail to post responses to the prompts in the Discussion Board.

Project Assignments

The student will complete nine project assignments as described below, post to the course Discussion Board, and comment on other students' work in a timely manner.

Course Agreement

Please complete, sign and email to me a copy of the Course Agreement, available at the end of this syllabus, before the start of the second week of this course.

Course Access

This course will occur entirely on Canvas. A reliable internet connection and a computer capable of accessing the Canvas online platform are required for this course. For assigned readings provided as hyperlinks or PDF downloads, appropriate additional software for accessing class materials may also be required. Video conference appointments will be conducted on Zoom, using a webcam, a microphone and headphones. Video screenings will occur on Canvas, which may require minimum internet data speeds. Please test your internet speeds in the first week of class and report issues to me.

Privacy, Equal Access and Title IX

Please inform me of your needs regarding disability as soon as possible to ensure that your needs are met in a timely manner. In an effort to meet obligations under Title IX, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For information on accessibility at UNM-Valencia, Title IX and student privacy, please [click this link](#).

[UNM-Valencia's Equal Access Services](#)

Plagiarism

The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.

Student Resources

For tutoring resources, information about the library, career counseling, financial aid and other student resources, please [click this link](#).

Assignment Summary:

Class Participation - Each week, 20% of final grade. Comment on discussion boards in all topics, including discussion of student work, discussion of example clips, and discussion of the week's lesson.

Digital Photography	- Due in Class 2 (August 29, 2022)	10% of final grade.
3D Model	- Due in Class 5 (September 19, 2022)	10% of final grade.
Sound Loop	- Due in Class 7 (October 3, 2022)	10% of final grade.
Animation	- Due in Class 9 (October 17, 2022)	10% of final grade.
Multimedia	- Due in Class 10 (November 7, 2022)	10% of final grade.
Video Art	- Due in Class 12 (November 14, 2022)	10% of final grade.
Solo Project	- Due in Class 15 (November 28, 2022)	10% of final grade.
Group Project	- Due in Class 16 (December 5, 2022)	10% of final grade.

School Production Resources

Production resources for use on course assignments will be available for check-out from the UNM Valencia library, based on availability. The student will reserve production equipment ahead of time and return the equipment to the UNM Valencia library according to the return deadlines set by the library. The student will return the equipment in the condition in which it was checked out, as determined by the UNM Valencia librarian. The student will remove batteries before returning equipment. The student will replace quick-release plates on tripods before returning equipment. The student will pack camera bags, light kits and other equipment in a responsible and professional way, preventing unnecessary damage to the equipment. The student will return any media (such as SD cards and/or hard drives) that are included in the camera kit, and will backup their footage before returning equipment. Failure to respect these instructions may result in suspension or revocation of privileges as determined by the UNM Valencia librarian.

Mental Health and Counseling Services

UNM-Valencia has one part-time mental health counselor, Arturo Fierro. His hours are Wednesdays, 3pm - 6pm and he is located in the SCC (Student Community Center) Room 206. (phone # and email will be shared via Learn). He is able to see patients in-person or in Zoom (this may change to virtual only as the pandemic continues to change). He may have more hours throughout the semester, but this is the current info. I will update this via Learn if/when it changes. Also, here is a list of services available in Valencia County and around the state: <https://valencia.unm.edu/students/student-resources/index.html>

Additional Contact Information

Program Chair	-	Alexa Wheeler	-	alexa08@unm.edu
Department Chair	-	Justin Bendell	-	jbendell@unm.edu



Week One: August 22, 2022 - Digital Photography

Students will learn the technology, history and aesthetic and formal fundamentals of digital photography, for both mobile phone cameras and digital mirrorless cameras. Students will learn how to manipulate photos in Adobe Photoshop.

ASSIGNMENT ONE - Students will conceive of a "photo essay." Students will shoot a thematically-coherent series of still photos with the camera of their choice and upload them as a PDF to the Canvas Discussion Board no later than 12:01 AM on the morning of Monday, August 29, 2022. Files delivered in any other format will not be accepted.

SCREENING: *Trash Humpers (2009)*

Discussion - What effect does it have on your life to be surrounded by digital images?

Week Two: August 29, 2022 - Three-Dimensional Computer Images

Students will learn how to build a three-dimensional computer-generated model in Blender.

ASSIGNMENT TWO - Students will create a three-dimensional model in the software platform of their choice. This can be an object, a character, an environment, or anything that the student chooses. A detailed tour of the 3D model will be uploaded as a video file through Kaltura to the Canvas Discussion Board not later than 12:01 AM on the morning of Monday, September 19, 2022.

VIDEO GAME: *Superliminal (2019)*

Discussion - How is your experience of reality shaped by artificial computer environments?

Week Three: September 6, 2022 - Web Art

Students will learn the history and methods of web art.

GROUP PROJECT - Students will form groups of three or more, and produce a digital multimedia artwork, which will be documented as an MP4 video and uploaded through the Kaltura platform to the Canvas Discussion Board no later than 12:01 AM on the morning of Monday, December 5, 2022.

WEB SITE: <http://www.paperrad.org/newindex.html>

Discussion - Is the web more "closed" than it was twenty years ago?

Week Four: September 12, 2022 - Sound Recording

Students will learn the technologies and concepts of sound recording.

SOLO PROJECT - Students will produce a digital multimedia artwork, which will be documented as an MP4 video and uploaded through the Kaltura platform to the Canvas Discussion Board no later than 12:01 AM on the morning of Monday, November 28, 2022.

SCREENING: *The Conversation (1974)*

Discussion - How can one "listen deliberately?" What is "critical listening?"

Week Five: September 19, 2022 - Sound Editing

Students will learn to edit sound in Adobe Audition, and apply filters and effects to sound. Students will discuss and critique projects turned in for assignment two.

ASSIGNMENT THREE - Students will create a one-minute piece of looping audio using only sounds they have recorded, and applying filters and effects to alter the sounds. The audio file will be uploaded to the Canvas Discussion Board as an MP3 using the Kaltura platform no later than 12:01 AM on the morning of Monday, October 3, 2022.

SCREENING: *Blow Out* (1981)

Discussion - What is the relationship between looping audio and durational art?

Week Six: September 26, 2022 - Digital Animation

Students will learn how the principles of animation are applied in the world of CGI.

ASSIGNMENT FOUR - Students will create a 90-second animated video using the techniques of their choice. The video will be uploaded as an MP4 to the Canvas Discussion Board through the Kaltura platform no later than 12:01 AM on the morning of Monday, October 17, 2022.

SCREENING: *Masha and the Bear* "[Recipe for Disaster](#)" (2011)

Discussion - How does digital animation work within the concept of the "hyperreal?"

Week Seven: October 3, 2022 - Multimedia Art

Students will learn how to combine media technologies with other art practices. Students will discuss and critique projects turned in for assignment three.

ASSIGNMENT FIVE - Students will combine multiple digital media techniques to produce a multimedia artwork. The work will be documented on video and uploaded as an MP4 through the Kaltura platform to the Canvas Discussion Board no later than 12:01 AM on the morning of Monday, November 7, 2022.

SCREENING: *Two Moon July* (1986), [Good Morning, Mr. Orwell](#) (1984)

Discussion - In what way do media technologies synthesize to produce "the spectacle?"

Week Eight: October 10, 2022 - Digital Video Production

Students will learn fundamentals of digital video production, including digital video camera operation, camera movement, lens selection, file management, LED lighting, synchronous sound recording, multi-camera shooting, teleprompter operation, and live streaming over the web.

SCREENING: *Nightcrawler* (2014)

Discussion - What are the advantages of shooting video on a cell phone vs using professional equipment?

Week Nine: October 17, 2022 - Digital Video Post-Production

Students will learn the technologies and techniques of digital video post-production, including non-linear video and audio editing, transitions, transforming the video image, opacity control and blending modes, and concepts of tempo and narrative. Students will also learn video file compression technologies. Students will discuss and critique projects turned in for assignment four, and offer helpful notes for improving their colleagues' work.

SCREENING: *Christine* (2016)

Discussion - What conceptual concerns are specific to time-based media?

Week Ten: October 24, 2022 - Video Effects, Color Correction and Compositing

Students will learn techniques for altering digital video images, including video effect filters, color correction, luma-key and chroma-key compositing, and motion graphics animations in Adobe Premiere Pro. Students will discuss proposals for their end-of-semester solo media projects.

SCREENING: *Twisted Pair* (2018)

Discussion - What are the advantages and disadvantages of "bad" or "cheap" effects?

Week Eleven: October 31, 2022 - Video Art

Students will learn the techniques, history and theory of video art. Students will discuss proposals for their end-of-semester group media projects.

ASSIGNMENT SIX - Students will produce a piece of video art, using the techniques and software of their choice, which will be no less than five minutes long. The video will be uploaded as an MP4 file through the Kaltura platform and posted to the Canvas Discussion Board no later than 12:01 AM on the morning of Monday, November 14, 2022.

SCREENING: [I-BE AREA](#) (2007), [Super Mario Clouds](#) (2002), [Whispering Pines](#) (2020)

Discussion - What is video art? How do you know if something is video art?

Week Twelve: November 7, 2022 - Video Games

Students will learn the histories, technologies and economic material circumstances of video game production, distribution and consumption. Students will critique and discuss projects turned in for assignment five, and suggest alternate ways to install and document a multimedia artwork.

VIDEO GAME: [Earthbound](#) (1994)

Discussion - What are the defining limits of what constitutes a video game? How do you know if something is or is not a video game? Can this change over time?

Week Thirteen: November 14, 2022 - Theories of Digital Media

Students will learn and discuss theories of digital media, including Guy Debord, Umberto Eco, and Friedrich Kittler. Students will discuss and critique projects turned in for assignment six.

SCREENING: [Society of the Spectacle](#) (1973), [HyperNormalisation](#) (2016)

Discussion - How does digital media "want" to be consumed, and how does it change when consumed in the context of a critical theory of digital media?

Week Fourteen: November 21, 2022 - Obsolete Technologies of Digital Media Production

Students will learn the history and techniques of creating media art using obsolete and dysfunctional media technologies, including VHS tape, children's toys, cathode-ray tube television displays, and obsolete computer software.

SCREENING: *The Idiots* (1998), collection of Sadie Benning shorts (1989-1992)

Discussion - How does nostalgia conflict with the futurist themes of digital media technology?

Week Fifteen: November 28, 2022 - Digital Media Installation Art

Students will learn technologies of digital media installation art, including on-site sound design, digital projectors, LED flatscreen displays, three-dimensional image presentation, and incorporation of sculptural and architectural elements in a spatial composition.

FIELD TRIP: *Meow Wolf*, Santa Fe, NM

Discussion - How does installation art differ from sculpture or architecture?

Week Sixteen: December 5, 2022 - Final Projects Due

Final projects will be screened and discussed, in addition to any late work.



COURSE AGREEMENT

I, the undersigned, commit to fulfill the expectations of this course as laid out in this syllabus, specifically regarding these requirements:

1. I will participate each week in the course Discussion Board in Canvas, providing constructive criticism of my fellow students' completed assignments. I will interact in a meaningful way with my fellow students while demonstrating respect and courtesy. I will demonstrate my understanding of each week's lesson by commenting meaningfully on the week's film discussion, in a timely manner.
2. I will complete each production assignment on time, with an eye toward the week's lesson and a progression over the semester toward refinement of my personal understanding of digital media production as a discipline. I will post on the Discussion Board with any relevant thoughts or questions that arise through my completion of the week's assignment.
3. I will complete my final solo and group projects and turn them in before the deadline, having acknowledged here that I am aware before the course begins that these assignments constitute a combined 20% of my grade and have a deadline of December 5, 2022. My final projects will reflect the skills and concepts I learn as I progress through this course.
4. I will meet one-on-one with the course instructor before September 10, 2022 to discuss my goals for the course, my potential concepts for my final project, and my ability to use school resources to successfully fulfill my obligations outlined in the points above.
5. I will note at the bottom of this agreement the name of the director of the film from week fourteen's screening (*The Idiots*), along with one additional film that he made (my choice), which I will watch and describe in the course Discussion Board in the context of one of our weekly lessons.

If at any point during this semester I become aware of conditions in my life that make any of these requirements difficult or impossible to fulfill, I pledge to contact my instructor through email (acallot66@unm.edu) to discuss what mitigations may be enacted to provide for my continued success in my education at the University of New Mexico.

Full Name

UNM ID

DATE