

## **Fall 2013 MEDP/FILMP 150: Media and Film in a Digital Age, Part 1**

Lecture: Wednesdays, 10:10am-1pm (plus lab sections listed below)

Room: HW714 • Lab Sections: Room HN432

### **Instructors:**

Ricardo Miranda—Rm. 477A Hunter North; email: [rmira@hunter.cuny.edu](mailto:rmira@hunter.cuny.edu);

Office hours: Wednesdays 9:30-10:30AM, Thursday 2-5PM

Carolyn Kane—Rm. 472 Hunter North; email: [carolyn.kane@hunter.cuny.edu](mailto:carolyn.kane@hunter.cuny.edu);

Office hours: Wednesdays 10:10am-11:10 am and Fridays 11:10—1:00pm

### **Lab Instructors and Section Leaders:**

Aleksandra Gorbacheva ([agorbach@hunter.cuny.edu](mailto:agorbach@hunter.cuny.edu))

Mo 9:10AM - 11:00AM Aleksandra Gorbacheva

Mo 11:10AM - 1:00PM Aleksandra Gorbacheva

Erin Remick ([eremick@hunter.cuny.edu](mailto:eremick@hunter.cuny.edu))

Mo 1:10PM - 3:00PM Erin Remick

Mo 3:10PM - 5:00PM Erin Remick

Nick Rymer ([nrymer@hunter.cuny.edu](mailto:nrymer@hunter.cuny.edu)):

Mo 5:10PM - 7:00PM Nick Rymer

Mo 7:10PM - 9:00PM Nick Rymer

Fouzia Najar ([fouzia.najar@gmail.com](mailto:fouzia.najar@gmail.com)):

We 3:10PM - 5:00PM Fouzia Najar

We 5:10PM - 7:00PM Fouzia Najar

Grayson Earle ([graysonearle@gmail.com](mailto:graysonearle@gmail.com)):

Th 1:10PM - 3:00PM Grayson Earle

Th 3:10PM - 5:00PM Grayson Earle

**Course Description:** Over the last decade, dramatic changes in media technology have resulted in a fundamental reconsideration of the once strict borders between print, design, architecture, computational and other media arts. In today's world, being a media-literate citizen requires understanding and being able to communicate using computer graphics and digital media. MEDP/FILMP 150, one part of a 2-semester sequence, introduces students to the practical fundamentals of visual studies, design, digital graphics and illustration, web design, networks, digital photography, and new media art in a lecture/lab format. It is a foundations course in 2D design and computer media presented in the integrated fashion that today's media practitioners work in. Students are introduced to a range of media production equipment and techniques, including:

- The history of design, computer graphics, illustration, photography, and new media
- Issues in visual studies
- Image composition, framing, and layout
- Typography and text/image relationships
- The use of digital still cameras and video cameras
- Basic imaging software (Photoshop), HTML, Blogging, and vector based illustration

All students will create a blog-type website where they will showcase the work they produce in the course. In their blog entries, students will write about their class experiences and analyze the media around them, using analytical tools gained in the

class. Blog entries are due on the date indicated in the syllabus and should be 250 words in length.

**Course textbooks:**

The Language of Graphic Design by Richard Poulin; ISBN-10: 159253676X

Adobe Photoshop CS6 Classroom in a Book; ISBN-10: 0321827333

Both books will be available through Shakespeare & Co. Booksellers at 939 Lexington Avenue between 68<sup>th</sup> and 69<sup>th</sup>, 212-570-0201.

**Blackboard Site:** We will be using Blackboard as an integral part of the class. You will be required to download readings from Blackboard and to check Blackboard for general course announcements. If you need help accessing Blackboard please contact Sent help desk at 212-650-3624 or email [snet@hunter.cuny.edu](mailto:snet@hunter.cuny.edu).

Weekly open lab hours, staffed by department technical staff, will allow students to get extra assistance if needed. Hours will be announced.

**Lateness and Absences:** Attendance to both lecture and lab sections is mandatory. Medical emergencies must be documented to be excused. Being late to class negatively impacts your attendance record and will damage your grade. Late assignments that are not excused by your lab TA will have their grades reduced at the rate of one letter grade per week.

Please note that you must notify your lab TA **ahead of time** if you cannot attend class on the day of an exam, so we can arrange an alternate time for you to take it. This will only be done in cases where there is a well-documented reason for missing the exam date.

NO PERSONAL ELECTRONIC NETWORKING DURING CLASS (incl. cell phones, web surfing, email, tweeting, texting, Facebook or any new networking technology yet to be discovered.

\*You will **not** be permitted to write the mid-term or final exam if you arrive more than 20 minutes late to class on the scheduled test / exam dates. In other words, on these days, come to school early in case of an unforeseen event.

**Method of Evaluation:**

Assignment 1 Creative–Professional Statement & Blog set up: 10%

Assignment 2 Still Photo Portrait: 10%

Assignment 3 Illustrated Environment: 10%

Assignment 4 Hypertext– Image and Text Online Narrative: 10%

Mid Term: 20%

Final Exam: 20%

In-class exercises and participation in Lab: 10%

Attendance at Lectures **and** Labs: 10 %

Extra credit option: 3 extra credit points for attending an event or exhibition in the city (or beyond) and presenting your ticket stub along with a one page (800 words) review to you lab TA. The review should begin with a brief (250 word) description or summary of the exhibition/event and then an analysis of what you saw - was it powerful, if so how or why not? Deconstruct the event, what visual elements are used to portray meaning...?

**Labs:** Contact your lab TA first with any questions related to the lab (rather than the lecturers). \* **It is your responsibility to know when and where your lab section is meeting.**\* The production assignments for this course account for about 40% of your grade. You should expect to spend time outside of class working on these assignments. With this in mind the department keeps labs open outside of class time. In addition there will be some times where trained help is available from the Film Media Dept Support Team. Hours will be announced. There are also labs on the 10<sup>th</sup> floor of Hunter North maintained by ICIT that have comparable software.

**Academic Integrity:** Hunter College regards acts of academic dishonesty (e.g., plagiarism, cheating on examinations, obtaining unfair advantage, and falsification of records and official documents) as serious offenses against the values of intellectual honesty. The College is committed to enforcing the CUNY Policy on Academic Integrity and will pursue cases of academic dishonesty according to the Hunter College Academic Integrity Procedures.

**Disabilities:** If you have a disability that will affect your coursework, please notify the instructor within the first two weeks of class to ensure suitable arrangements and a comfortable working environment. Contact The Office of AccessABILITY, Hunter East 1214B; Phone (212) 772-4857; <http://www.hunter.cuny.edu/student-services/access/>

**Emergency/Crisis Info:** This is a list of numbers, which you can use if there is an emergency or crisis situation on the Hunter campus or if you need assistance at other times.

Security - B-125 West - 212-772-4444;

Counseling & Wellness Services - 1119 East Building - 212-772-4800; Office of Student Services - 1119 East Building - 212-772-4882;

The Women's Center - 1214 East

**Reading/Writing Center:** 416 Thomas Hunter Building. Hunter's Reading/Writing center is where students receive tutoring in reading and writing skills, critical reading, and the writing process. Students can apply for a weekly appointment with a tutor and/or use drop-in services during scheduled hours. Students may also attend workshops offered at the Center throughout the academic year. <http://rwc.hunter.cuny.edu/>

## Course Schedule

The schedule and course outline is subject to change.

### **Week 1 August 28<sup>th</sup> Course Overview: Visual Studies in Digital Media (RM & CK)**

Concepts: [Graphic Design as Communication, Network Culture, “smart” objects, persuasive games, Vector images & general introduction to Illustrator RM]  
[Critical Thinking, Brainstorming, Aesthetics, “New” Media CK],

**Reading:** HTML Beginner Tutorial: -

<http://www.htmldog.com/guides/htmlbeginner/> - “Getting Started” through “Images” (8 sections)

**Lab:** Introduction to lab, server space and HTML, brainstorm personal creative statement

**Assignment 1:** Web Page & Creative Statements, due next lab

\* No classes September 4<sup>th</sup>-6<sup>th</sup>

### **Week 2: September 11<sup>th</sup> Photography (CK)**

Concepts: Photography’s History and qualities, Perspective, Depth of Field, Digital Photography, Resolution, Image size, Lenses

**Reading:** Photoshop: Ch 2. “Photo Corrections”; Ch 5. “Digital Photo”

**Assignment 2 introduced in Lecture:** Portrait Assignment

**Lab:** Shooting / Fieldwork with cameras for Assignment 1; Q & A on chapter 2 and 5 Lessons

### **Week 3: September 18<sup>th</sup> Layout, Grids, Type—Image (RM)**

Concepts: Layout, Proportion, Grid, Type—Image relationships;

**Reading:** “Frame, Proportion, Image, Symmetry / Assym, Closure, Typography, Grid” (Poulin); Photoshop: Ch 4. “Layer Basics”<sup>1</sup>; Illustrator: A Quick Tour of Adobe Illustrator CS6 & CH 1 Getting to Know Work Area

### **Week 4: September 25<sup>th</sup> Design Basics (CK)**

Concepts: Bitmap Versus Vector; What is Design; Elements and Principles;

**Reading:** “Shape,” “Form,” “Space,” “Balance,” “Tension,” “Figure,” “Ground,” “Abstraction” and “Texture” (in Poulin) and Photoshop: Ch 1. “Work Area”; Ch 3. Working With Selections

**Due in lab: Assignment 2:** Portrait, Critique in Lab

• “Best of” assignment 2 shown in lecture

### **Week 5: October 2<sup>nd</sup> Illustration with Vectors (RM)**

Concepts: Unity, Variety, Hierarchy, Proportion, Shape and Space, Point and Line, Line Art and Flat Graphics

**Assignment 3 Introduced in Lecture: Illustrated Environment:** Using Illustrator create a detailed environment, interior or exterior. Photograph a

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<sup>1</sup>[http://help.adobe.com/en\\_US/photoshop/cs/using/WSfd1234e1c4b69f30ea53e41001031](http://help.adobe.com/en_US/photoshop/cs/using/WSfd1234e1c4b69f30ea53e41001031)

physical environment to use as a template in your Illustration. Use illustration to transform this "real" space into a unique environment. Be detailed and organized by using layers.

**Reading:** "Point; Line" (Poulin) and Illustrator: Ch 2 Selection & 3 Shape

**Lab:** Work through chapters 1 – 4 from Adobe Illustrator Classroom in a Book;

**Week 6: October 9<sup>th</sup> Mixed Media and Multiple Sources (RM)**

Concepts: Scale, Movement, Expression, Photo Combination Prints, Double Exposure, Cubism & Collage, Photomontage

**Reading:** "Scale, Movement, Expression"(Poulin) and Photoshop: Ch 6 "Masks & Channels"; Illustrator: Ch. 5 Pen and Pencil Tools & Ch. 7 Type

**Week 7: October 16<sup>th</sup> \*Visiting Artist: Marina Zurkow**

**Reading:** Illustrator: Color & Painting; Photoshop: Ch 11 Painting with the Mixer Brush

**Lab:** test review

**Week 8: October 23d \*\*\*Midterm test\*\*\* & Color Theory (CK)**

**Midterm:** in the first 30 minutes of class \*be on time\*

Concepts: 7 What is Light? What is Color? Contrast, Gamma, Hue, Value, Saturation, Color Systems, Contemporary uses of color Media Art

**Reading:** "Light," "Color," "Texture," "Tone," "Contrast" (Poulin); Photoshop: Ch 9. "Advanced Compositing"; Ch 14. "Consistent Color"

**Lab Exercise:** Stylize Your Digital Room: Bring / Find a digital photograph of your room or personal space to lab. Save a copy. Write two sentences describing this space as it is (use vocabulary from the readings and lecture). Redesign the space in a new way. Why did you choose to re-stylize this space in the way you did? Write two sentences describing your design strategy (use vocabulary from the readings and lecture). Q & A on lessons **10 & 14**

**Week 9: October 30th Information and Visual Graphics (RM)**

Concepts: Pattern, Information Graphics, Data Visualization

**Reading:** "Pattern" (Poulin) and Illustrator: Ch 9 Perspective Drawing & 10 Blending Colors and Shapes

**Due in Lab: Assignment 3: Illustrated Environment**

**Week 10: November 6<sup>th</sup> What is New Media? (CK)**

Concepts: Analog vs. Digital; 5 Principles & 6 Myths of New Media, New Media beyond the Screen

**Reading:** Lev Manovich, *Language of New Media* 19-61 (pdf)

• Best of Assignment 3 (Illustrated Environment) shown in lecture

**Week 11: November 13<sup>th</sup> History of the Internet and Basic HTML (RM)**

Concepts: Information Theory, Early Digital Computers & Networks, WWW

**Reading:** "Information Management: A Proposal" by Tim Berners-Lee at <http://www.w3.org/History/1989/proposal.html> ;

**Assignment 4 introduced: HTML Narrative** - Create an online narrative using images and text. Define one or more locations in NYC that you find interesting. Document the location(s) with at least five photographs. Write a brief story in relation to the location(s). The story may document something that happened at the location or something more fantastic. Assemble the photographs and text into a series of web pages that are linked to one another.

**Lab:** Hypertext – Image and Text Online Narrative

**Week 12: November 20<sup>th</sup>: Digital Art Focus: Glitch & Compression (CK)**

Concepts: digital art, glitch aesthetics, codecs

**Lab:** work on Assignment 4: HTML narrative

**November 27<sup>th</sup>: classes follow Friday schedule\***

**Thanksgiving: November 28<sup>th</sup>—December 1st**

**Week 13: December 4<sup>th</sup>: Web Design & Site Architecture (RM)**

Concepts: Metadata, Internet & WWW as Creative and Critical Medium

**Reading:** Photoshop: Ch. 13 “Files for web”

**Lab: Due: Assignment 4;** Critique in Lab; test Review, online teaching evaluations.

**Week 14: December 11<sup>th</sup> Final Test**