

Course Syllabus

Comm 359 "Applied Media Aesthetics"
Fall 2016

Professor Mark Tolsted	CAC 321	346-3920
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office hours:	Thursdays	1:00-3:00PM
	T/W/F	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.”

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.
- 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 exercises.

Grading:

Final grades for this course will be determined by student performance in several areas: deconstruction exercises, online quizzes, application/creation exercises, peer evaluation of work, and a final examination.

- 1) Final Examination. At the end of the semester, on Monday, December 12th (6:30), 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 Exercises. There will be a total of forty (40) points assigned to two creation exercises. Using DSLR and/or audio equipment, you are to pick one of the aesthetic concepts/principles discussed in Zettl (**chapters 1-10 for exercise #1, chapters 11-18 for exercise #2**), you are to create a sample that illustrates that particular concept. This can be a still image, a moving image, or a sound. You must also write a 2-3 page explanation/description/justification of the sample you created. **Both** are to be deposited in the D2L Dropbox on the due date by the time indicated.
- 3) Deconstruction Exercises. There is a total of 40 points assigned to four 2 deconstruction exercise. These exercises include a written (2-3 pages maximum) essay (accompanied by samples) and an in-class presentation of your findings to your peers. Each of the two exercises corresponds to one of aesthetic fields presented by Zettl (**chapters 1-7 for deconstruction exercise #1 and chapters 8-18 for deconstruction exercise #2**). Presentation schedules will be determined by Professor Tolstedt. Essays are to be deposited in the D2L Dropbox on the due date by the time indicated.
- 4) Peer Evaluation of Presentation: Each student has been assigned to an online discussion group. The presentations of the deconstruction essays will be recorded and posted to the discussion topics. Each of you is to provide a peer evaluation of every member of your group. This is worth 10 points for each essay, 20 points total.
- 5) Online Tests. There are four (4) online tests (administered through D2L) accounting for 100 points. These are to be completed by 5PM on the assigned due date. 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. Also be aware that D2L will autograde 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:	4@25	100
Construction/Creation Exercises:	2@20	40
Deconstruction Exercises and Presentations:		
2@20		40
Peer evaluations: 2 @ 10		20
Final Examination		100
TOTAL:		300

Grading Scale and Point Totals:

Final grades will be determined on the following scale:

95%+	=	A	285-300
94%	=	A-	282-284
93%	=	B+	279-281
87%-92%	=	B	261-278
86%	=	B-	258-260
85%	=	C+	255-257
77%-84%	=	C	231-254
76%	=	C-	228-230
75%	=	D+	225-227
71%-74%	=	D	210-224
0%-70%	=	F	0-209

Attendance Policy: Attendance is **expected**. I will take daily attendance. If you chose not to attend, **it is your responsibility** to pick up any materials that you missed (lecture notes, handouts, returned assignments or exams, additional explanations of assignments, etc.)

Make-up Examinations and Late Assignments: Unless otherwise noted, all assignments are due 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 succeed, 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://](http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx)

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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, possibly the class and/or . 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.

Course Schedule:

--it is expected that students will have completed the required readings by the class session for which they are scheduled.

Week 2:

Monday, September 12:

CLASS MEETS 6:30PM IN CAC 300

Course Introduction/Chapter 1

Friday, September 16:

program/film for analysis due in DropBox

Week 3:

Monday, September 19:

Read chapters 2 and 3

Friday, September 23:

Read Chapters 4 & 5

Week 4:

Monday, September 26:

Online Exam #1 to be completed by 5PM

Chapters 1-5

Wednesday, September 28:

Read Chapters 6 & 7

Week 5:

Monday, October 3:

CLASS MEETS 6:30PM IN CAC 300

Presentation of critical application # 1 Due

Wednesday, October 5:

Read chapters 8 & 9

Week 6:

Monday, October 10:

Read chapter 10

Friday, October 14:

Online peer evaluations of critical application #1 Due

Week 7:

Monday, October 17:

Online Exam #2 Due

Chapters 6-10

Friday, October 21:

Read chapters 11 & 12

Week 8:

Monday, October 24:

Creation exercise #1 Due in DropBox

Wednesday, October 26: Read chapters 13 &14

Week 9:

Friday, November 4: Online Exam #3 Due by 5PM

Chapters 11-14

Week 10:

Monday, November 7: CLASS MEETS 6:30PM IN CAC 300

Presentation of critical application #2 Due

Week 11:

Wednesday, November 16: Read chapter 15

Friday, November 18: Online peer evaluations of critical application #2 Due

Week 12:

Monday, November 21: Read Chapter 16

Week 13:

Monday, November 28: Read chapter 17

Thursday, December 1: Read Chapter 18

Week 14:

Monday, December 5: Online Exam #4 Due by 5PM

Chapters 15-18

Friday, December 9: Creation exercise #2 Due in DropBox

Week 15:

Monday, December 12: CLASS MEETS 6:30PM IN CAC 300

FINAL EXAMINATION