ART204: Media/Design/Culture

Credits: 3

Instructor Information

Instructor Contact Information:

Professor: Jon Cox
E-mail: joncox@udel.edu

Teaching Statement:

As an experienced author, photographer and classroom teacher, I believe art can be used as a means of investigation and awareness and as a means of expression. I believe it is my responsibility to support students in pursuit of three overarching goals. First of all, I want my students to become proficient in the fundamental skills needed to communicate concepts and create original work utilizing a variety of techniques. Secondly, I seek to foster a strong understanding of visual literacy utilizing historical and contemporary art. Thirdly, I want students be able to defend and critique work in an educated and sophisticated manner.

Communication and Contact Information

We want to help you succeed in this course! The best way to reach us is through email. Please email ALL three of us (instructor, Grad TA, and Undergrad TA) with your question and allow 48 hours Monday - Friday for a response. Office hours are by appointment through Zoom or a phone call, please email ALL of us to arrange a time.

ART 204 Media Culture Design

Course Delivery

This is a fully online asynchronous course allowing you to view the course content on your own time. Assignments, quizzes, the midterm and final are due as indicated in Canvas. It is your responsibility to check canvas on a regular basis, submit work and take the quizzes and exams on the specified due dates.

What is an Asynchronous Course?

An asynchronous online course is one where you complete course work, review materials, and engage with your classmates at your own pace. The course will often have deadlines (e.g. modules with closing dates) and it is up to you to complete required components during that

timeframe. Asynchronous online courses have **NO** required "live" or "real-time" video components. In an asynchronous course, you'll be able to:

- Log in any time and from anywhere to access your course
- Participate in discussion boards, or in shared documents, with your classmates at times that are most convenient for everyone
- Communicate with your classmates and instructors regularly, and in multiple modes
- Get quick feedback on your work, and get questions answered easily

Course Description

New ideas are explored from the context of contemporary and historical media processes and their impact on art, design and cultural production and entrepreneurship. Studio-based assignments incorporate image creation and manipulation, editing, audio/video production and interactive media through creative workshopping. Constructive, collaborative ideation examines and questions current issues in art and design in relation to historical trends and narratives in consideration of media theory and universal principles of software and digital media theory. Activities include analytical writing, creating visual media, and dynamic presentations. The exploration of new media is experienced firsthand through screenings, lectures, online activity, exhibitions and creative media tools, devices and software.

Media Design Culture aligns with the current University of Delaware General Education goals and objectives. Through socially engaged studio-based projects, students respond to the world around them and understand some of today's major challenges and debates. Through recorded presentations, virtual studio visits, and writing assignments, students interpret the arts and culture of contemporary and past societies. Studio-based projects are designed to give students the necessary skills to create, innovate, and learn skills that can be carried on and built upon throughout their lives.

This course is required for all Art students starting F15, Visual Communications sophomores, Advertising minors, and can be used as an elective for the Interactive Media and Art minors. It also satisfies a Group A requirement for the College of Arts and Sciences.

Repeatable for Credit: No
Allowed Units: 3 credits
Grading Basis: Student Option

Satisfies:
University Breadth: Creative Arts and Humanities
College of Arts and Sciences Breadth: A&S
GROUP A: Creative Arts and Humanities Requirement
Designations: Multicultural Course

Prerequisites

There are no prerequisites for this course.

Learning Outcomes

Students who successfully complete this course will:

1. Demonstrate how media affects the way we receive and perceive information
2. Examine some of the social and cultural issues inherent in media and technologies
3. Learn the basic principles behind commonly used computer software
4. Apply the language of signs (semiotics) works in media to communicate ideas

All course resources can be found on Canvas. Unlike many costly studio-based courses where students are required to buy their own paints and brushes, building supplies, and expensive cameras, students in this course will most likely already possess the necessary tools to creatively construct arguments and interpret the world around them. Utilizing cell phones as one of the major creative tools and open-source creative-based software will reduce the need for students to purchase additional equipment. Because no single textbook covers the full scope of this course's content, we use articles and artist interviews to supplement the course lectures and eliminate the need for students to purchase a textbook. These materials are posted to Canvas and are located in the modules section.

Units

There are 5 units in this course. The first 4 units have a quiz and all 5 units have a studio-based assignment incorporating writing as well as required discussion posts. There will also be a cumulative final with a graded study group in preparation for the final and a course evaluation. Final grades are not rounded up. Assignments handed in late will be marked down 10% for each week they are late starting the day after they are due. Grades are updated to the Grades section of Canvas allowing you to determine your grade in this course at any time.

Please note, we will begin grading all assignments and discussions the day after they are due. Some assignments will take us several days to complete so please be patient.

Breakdown

The final course grade will be calculated using the following components:

Course Component	Points
Syllabus Quiz	10

Introduce Yourself	10
Unit 1 Discussion Post	5
Unit 1 Assignment	10
Unit 1 Quiz	10
Unit 2 Discussion Post	5
Unit 2 Assignment	10
Unit 2 Quiz	10
Unit 3 Discussion Post	5
Unit 3 Assignment	10
Unit 3 Quiz	10
Unit 4 Discussion Post	5
Unit 4 Assignment	10
Unit 4 Quiz	10
Unit 5 Study Groups for Final Exam	5
Unit 5 Assignment	10

Final Exam	100
Course Evaluation	10
Total Points	**245**

Unit Discussion

Unit discussions are meant to make the readings and assignments relevant and relatable to personal perspective and experience. Discussions can be based upon responses to readings, activities and assignments or in response to other posted discussions generated by students in each Unit.

Unit Quizzes

Unit quizzes are based on the required readings, required presentations and additional required videos.

Unit Assignments

Unit assignments are created to enhance your understanding of the topics discussed. Please pay close attention to the assignment requirements and formatting before uploading to Canvas.

Final Exam

The final exam is cumulative and will be administered through Canvas. If you miss the due date and time for an exam or quiz you will receive a zero.