

**CLASS MEETS:**

T Th 11:00 am - 12:15 pm
Kirkbride Hall, Room 206

EMAIL: cgaiter@udel.edu

OFFICE HOURS:

Tuesday and Thursday 12:30 - 1:30 pm
Office 206 Recitation Hall
Old College area

I invite you to stop by during office hours to discuss anything about the class or to get help. No appointment needed, but you can contact me via e-mail to set up an appointment. Students with an appointment get priority. Appointments for times outside of office hours are possible schedule permitting.

COURSE STRUCTURE: Media-filled presentations, in-class discussions, readings, multiple choice tests, group student presentations. There are no pre-requisites for the course and it is open to any University of Delaware student.

The 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.

CONTENT INTRODUCTION:

We all consume and create media. As we spend more and more time with it, we need to understand how it works and how it affects us. Some of you are hoping to become communications and media professionals in your careers. You need to understand media.

This course looks at the media processes we use and their roots in art, design and culture. We will look at tons of images (and how most media images are manipulated), video, listen to audio, play with interactivity, and learn about developing modes of visual communication.

Commercial media is not random. It is all created purposefully, following rules that came from theory, testing and implementation.

You will never look at any media quite the same way after this course and you will appreciate that.

OBJECTIVES:

- Understand how media affect the way we receive and perceive information
- Examine some of the social and cultural issues inherent in media and technologies
- Understand the basic principles behind commonly used computer software
- Understand how the language of signs (semiotics) works in media to communicate ideas

REQUIRED TEXTBOOK:

Seeing Is Believing 4th Edition
Arthur Asa Berger. Available in bookstore and Amazon.

READINGS: Other readings will be posted on Sakai with a password. *You may be tested on information from readings that is not specifically discussed in class.* They expand on material covered in class in a more detailed way and are essential to understanding the concepts thoroughly. Do not expect to do well on tests or keep up with the course content if you do not read. Class presentations are not re-presentations of readings. Questions from readings may show up in tests. All texts are easy to understand and well written. I know you have a lot of reading to do in other classes.

Password for readings on Sakai: 0237



SAKAI: Content management software we are using for the class. Tutorials and FAQs are available here:

<http://www.udel.edu/sakai/training/students/>

Readings, media, and links outside the textbook, the class schedule, announcements, and grades are posted.

Most of the content is there for your convenience. Important announcements or changes will be posted. **Turn on the ability to have announcements sent to your email to make sure you get them.** Please do not ignore them. I will do this as infrequently as possible.

Safari (the default Apple browser) does not work with Sakai. See Sakai for list of compatible browsers. **Firefox is best.** Chrome also does not work well.

ASSIGNMENTS AND GRADING: There are no papers for this class! In-class assignments will take a variety of forms and will not be announced in advance.

3 Tests - 100 points each 60% 300 points total.

Group Presentation 30% 150 points

Random in-class assignments 10% 50 points

TOTAL 100% 500 points

GRADE SCALE

A	95 - 100%	463-500 points
A-	90 - 94	448-462
B+	88 - 89	438-447
B	83 - 87	413-437
B-	80 - 82	398-412
C+	78 - 79	388-397
C	73 - 77	363-387
C-	70 - 72	348-362
D+	68 - 69	338-347
D	63 - 67	313-337
D-	60 - 62	298-312
F	59 and below	297 or less

GROUP PRESENTATION: All students will complete a group project and present it to the class with a group of your choosing. I can help you find a group if you do not know people in the class. Detailed assignment sheet will be provided and explained in class.

TESTS: Three multiple choice tests. Anyone caught talking to a neighbor, looking at someone else's paper or doing anything else that looks like cheating will be asked to leave immediately and get a 0 (zero) for the test.

Study guides will be posted the week before.

ACCOMMODATIONS: Please discuss your specific needs with me so we can best accommodate you.

ATTENDANCE AND MAKE-UP POLICY: Attendance is expected at all class sessions and required for Art Freshmen and Visual Communications sophomores. There will be material covered in class that is not on the presentation PDFs or in the readings. Some of this real-time information will be on the tests.

If you miss an in-class graded activity, you can only make it up if you have an excused absence, which requires documentation. You must make arrangements before the next class period.

FRESHMEN ART AND VISUAL COMMUNICATIONS STUDENTS ATTENDANCE POLICIES:

You will sign in for every class. If you are late, make sure you see the TA before you leave to sign in.

Anyone who signs someone else in is marked absent along with the missing person.

If you are unable to attend, you are responsible for finding out what you missed in class and keeping up with readings and assignments. Look on Sakai and ask a classmate. Please email the TA if you have further questions.

You are allowed 3 unexcused absences. Every additional unexcused absence will cause your final grade to drop an additional letter grade.



Excused absences require a written note from a doctor or other documentation. The first two do not require documentation.

More than three unexcused absences will AUTOMATICALLY reduce your final grade by 1 letter grade. Every additional unexcused absence will cause your final grade to drop an additional letter grade.

Excused absences include doctor-verified illness, religious holidays, emergencies, etc. Events like job interviews, having to cover for someone at work, pick up your ___ at the airport, weddings, leaving early for Thanksgiving, etc. are not excused. That's why you get three...

Give all documentation necessary for an excused absence to the TA before or after class.

Habitual lateness will affect your grade. If you have to leave early, please let me know. Otherwise it looks like you are just walking out...

CORRESPONDENCE: Send questions only to the TA. If it requires my attention it will be forwarded. PLEASE refer to the assignment sheet and information on Sakai before emailing questions. Include your real name in the correspondence and a descriptive subject line. Adding ART204 will help. Allow a day for a response.

If you miss a test for a legitimate reason (documented illness or other excused absence), you must make it up WITHIN ONE WEEK. It is your responsibility to make arrangements through the TA. You will have a different version of the test.

CLASS SLIDE PRESENTATIONS: The presentations will be online by the day after class in PDF format. If they are not, please email me immediately.

Please honor the copyright of all material distributed in class, including presentations. If I find that anything has been copied and posted elsewhere, I will stop providing the presentations to be viewed later.

TALKING IN CLASS: This is an interactive course and I welcome your participation, BUT—carrying on audible conversations with your neighbor while someone is talking to the whole group is disruptive and disrespectful

to everyone. On a second offense in one class period, you will be asked to leave immediately. The occasional comment is fine, but running commentary is not. Better yet—raise your hand anytime and share your comment with everyone.

THE CLASS PERIOD: This class is longer than most lecture classes to allow for viewing videos and other media. It only meets twice a week for this reason. Class is over at 4:45. I will do my best to make you want to stay to the end!

ART DEPARTMENT VISITING ARTISTS: Almost every week of the semester, there is a visiting artist talk at 5 pm in 130 Smith Hall (next door.) Schedule posted at udel.edu/art with the name of the artist.

CLASS FACEBOOK GROUP: Because of the constantly changing subject matter (media), it is appropriate to use social media for the course. Students often email me links to videos, articles, etc that relate to what we are talking about in class. Using Facebook instead, everyone can share. Feel free to comment and post as much as you like. Please stay on the course topics and be respectful.

Search for “Media/Design/Culture” group and ask to join. You do not have to friend anyone (especially the instructor!) to join. You can remove yourself when class is over if you like, but there are students still in from the first time I taught this class. Joining the group is optional, but might enhance your experience in the class.

DISCLAIMER: ***Media and communication theory can be controversial. You will not be forced to agree with any point of view. We will remain objective in looking at different ideas. Keep your mind open to thinking about things differently. People thought theorist Marshall McLuhan was a crackpot and much of what he predicted in the early 1960s sounds just like the current internet. The class will work best if everyone feels free to voice their opinions and stays respectful. We can disagree amicably and remain rigorous in our critical thinking. I will do my best to warn you about potentially offensive material. If you find something offensive, raise your hand and let me know.*



THE FOLLOWING DESCRIPTIONS DETAIL THE CRITERIA FOR EARNING GRADES. PLUS AND MINUS GRADES FALL BETWEEN THE STRAIGHT LETTER GRADES IN ACHIEVEMENT.

A Work goes **FAR** beyond completing the requirements of the assignment and shows **UNUSUAL** mastery of the skills and **INNOVATIVE** and **CREATIVE** thinking.

B **SIGNIFICANTLY ABOVE THE LEVEL NECESSARY TO MEET COURSE REQUIREMENTS. A “B” IS A VERY GOOD GRADE**, but not outstanding.

C **AVERAGE** achievement that meets the course requirements in every respect, but does not go beyond. A “C” is a **RESPECTABLE** grade to achieve in a class, especially if the subject matter is outside of your major areas of interest.

D **WORTHY OF CREDIT** even though it fails to satisfactorily meet the course requirements. Basically, it means that you squeaked by...

F Signifies that the work was either (1) completed but at a level of achievement that is **NOT WORTHY OF CREDIT** or (2) was **NOT COMPLETED** or there was **NO AGREEMENT** between the instructor and the student for an alternate arrangement.

A student can turn in work, attend class and still fail the course if the work is **NOT WORTHY OF CREDIT** according to the clearly stated criteria for passing work. The F carries a (ZERO) grade points and the credits for the course do not count toward any academic degree program. The credit hours for the course will count in the grade point average.

I **INCOMPLETE.** Assigned **AT THE DISCRETION OF THE INSTRUCTOR** when, due to extraordinary circumstances, e.g., hospitalization, the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instruc-

tor and student specifying the time and manner in which the student will complete the course requirements.

Anyone willing to make a sincere effort can do well in this class. There are resources available for assistance. The first step is to let me know that you need help. The sooner the better.

*****KEEP TRACK OF YOUR GRADES THROUGHOUT THE SEMESTER ON SAKAI. “Negotiating” for better grades after they are posted at the end of the semester puts an unfair burden on professors as we are busy with grading. Please bring up grade problems while there is more time to consider them. I encourage you to discuss your grades with me at any time.**

If you are not clear about the criteria or what you will be graded on, please ask during class when the assignment is given.

Important dates:

September 15 Tuesday

Last day to register or to add courses. After this date tuition and a \$25 processing fee will be charged for change of registration; students withdrawing from courses will receive a grade of ‘W’ on permanent record.

IF YOU NEED TO WITHDRAW FROM THE COURSE, BE SURE TO DO SO BEFORE THE DEADLINE. FAILURE TO WITHDRAW ON TIME WILL RESULT IN AN F IF YOU STOP ATTENDING AND DOING WORK.

Oct 27 Tuesday

Last day to change registration or to withdraw from courses.

**Bicycle image; Ai Weiwei.*

All information presented here is ©Colette Gaiter, 2015.