EXPANDED COURSE DESCRIPTION

FILM AND VIDEO
School of the Arts, Media, Performance and Design
Department of Cinema and Media Arts

FA / FILM 2001 6.0 SECTION B
MEDIA PRACTICE I
FALL 2018 / WINTER 2019

Last Modified Date: 10/18/2018

COURSE CALENDAR DESCRIPTION

Introduces students to diverse platforms and innovative production modes in media arts. Using an innovative modular structure, the course explores a range of contemporary media practices through lectures and workshops where students are engaged through continuous making and reflecting. The course is team taught by CMS faculty supported by guest lectures by leading practitioners and media artists.

We live in a world of multiple screens and multiple forms of media. Digital convergence and the evolution of new low cost technologies of production and dissemination have opened up massive new opportunities for independent producers, artists and creative workers. Media Practice I reflects on this democratization of media as it introduces students to diverse media platforms for critical and creative practice. Modules in the lecture might include: Designing for New Media and the Internet; Interactive Storytelling; Introduction to Game Design; Working with Archives; Social Media and Social Activism; 360 cameras; Augmented Reality; Sound Art; Montage/Collage; Data Base Documentary; Site Specific Projection; Wasting Time on the Internet. Students work collaboratively in groups to produce three creative projects per term that respond to three of the four modules introduced in the lectures. The emphasis here is on fast prototyping, experimentation and testing rather than the production of a high production value final project. Working in groups emphasizes skills of collaboration and collective brainstorming.

INSTRUCTOR(S)

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<th>Name</th>
<th>Section / Format / Term</th>
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<td>Ng-Chan, Taien</td>
<td>Sec. B / LECT / Y</td>
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SPECIAL FEATURES

This course introduces students to the technical and creative aspects of media production, and brings beginning Media Arts students to a basic level of media production literacy by incorporating a combination of applied media aesthetics theory and hands-on production experience. Students will be trained in introductory production techniques in Photography, Digital Print and Web, Audio and Video production. Students will apply these fundamentals by participating in hands-on individual and group projects.

TOPICS AND CONCEPTS

Media Practices and Contexts, Technology and Art, Artist Practices, Digital Photography, Digital Print and Web, Audio and Video Production, Transmedia Storytelling, New Media and Intermedia, Immersive Media

Schedule (subject to change):
1. Sept 5
2. Sept 12
Transmedia storytelling, Intro to Photoshop  
3. Sept 19

Intro to animation in Photoshop  
4. Sept 25

Intro to sound and sound fx in Audition  
5. Oct 3

Intro to video editing in Premiere

OCTOBER 10 READING WEEK  
6. Oct 17

Intro to Digital document design in Indesign  
7. Oct 24

Pitching and Storyboarding a Narrative, Comics (framing and planning shots), creative methodologies, workflow, proposal-writing  
8. Oct 31

Group Storyboard Workshops for 5 minute narrative  
9. Nov 7 - Shooting week  
(class cancelled to make up for Nov 10th workshop)

Saturday NOVEMBER 10th – workshop with IR Labs and Draminate  
10. Nov 14 – Show rushes (highlights)  
11. Nov 21 – First Draft Edits workshop  
12. Nov 28 - Full-class: screening of group projects

Winter 2019 Semester

Topics: Special Effects in Adobe Premiere and AfterEffects, Interactive Web, 360VR

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

The main outcomes are a basic knowledge about how media are produced, and how to assess and critically evaluate a media product from different perspectives: historical connotation and convergence, aesthetics and artistic research, cultural criticism and critical thinking. Students will gain an understanding around the basics of media production using professional Adobe Creative Suite media tools for digital print, photography, video, audio production, and interactive media.

GRADED ASSESSMENT

Attendance and Participation 10%  
Weekly Assignments* 40%  
Portfolio 25%  
Group Final Project 25%

*Weekly Assignments will consist of blogposts that include the micro-project of the week and a 2 or 3 sentence text that reflects upon the making experience.
ADDITIONAL INFORMATION

Last date to drop a fall term (F) course without receiving a grade: November 19, 2018
Last date to drop a winter term (W) course without receiving a grade: March 8, 2019
Last date to drop a full year (Y) course without receiving a grade: February 8, 2018

Academic Policies / Information
The Senate Academic Standards, Curriculum and Pedagogy (ASCP) provides a Student Information Sheet that includes:
• York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
• Access/Disability
• Ethics Review Process for Research Involving Human Participants
• Religious Observance Accommodation
• Student Code of Conduct

Additional information:
• Academic Accommodation for Students with Disabilities
• Alternate Exam and Test Scheduling
• Grading Scheme and Feedback Policy
The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

• Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.
http://www.registrar.yorku.ca/enrol/dates/index.htm
• "20% Rule"
No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.

Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.
Moodle @ York University