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

Required Core Course for Media Arts BFA Majors

Expanded Coursed Description: 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 explore introductory production techniques in Print Media, Digital Fabrication, Web, Audio and Video production, as well as expanded media practices in Augmented Reality, Virtual Reality, Interactive and Immersive Cinema.

TOPICS AND CONCEPTS


Schedule (subject to change):
1. Sept 9 – Print Media, Remix and DIY Practice
Field Trip: CANZINE is September 14 at the Art Gallery of Ontario.

3. Sept 23 – Cinespace Day: Genre, Form, Constraint; Television and Hollywood Genres in Microcinema; Internet Video Forms
4. Sept 30 – The Art of Critical Making; Digital Fabrication and Transductions; Material and Makerspace Culture; Journaling, Noticing, Playing, "Ideation"
5. Oct 7 - Animation; Visuality; Figure and Ground

OCTOBER 14-18 READING WEEK. Oct 21 - Sound; Podcasts, Journalistic and Dramatic; The Idea of Documentary; Documentation, Creative Non-Fiction, and Archive; Activist Media

7. Oct 29 – Place and Location; Locative Media; From Seeing to Sensing; Site and Exhibition
8. Nov 4 – Expanded Media; Digital Utopias/Dystopias; New technologies and ways of seeing/knowing

FIRST TERM PORTFOLIO DUE. Nov 11 - Cinespace Day: Special F/X; CGI History and Practice

10. Nov 18 - Production: Lab Day
11. Nov 25 - Post-Production: Lab Day

NOVEMBER 27 - Media Arts Special Event: DJ Spooky and Camille Turner, 3-5pm (details forthcoming)

12. Dec 2 - Final Project Exhibition/Screening!

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Coming in Winter 2020 Semester:
Augmented Reality (AR), Virtual Reality (VR) and Cinematic Virtual Reality, Interactive and Environmental Storytelling, Immersive Cinema

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

The main outcomes will include a basic knowledge about media production, 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 media tools. Examples include zinemaking, website development, 3D printing, Internet video, podcasts, cinematic virtual reality and augmented reality applications.

GRADED ASSESSMENT

Fall Term:
Attendance and Weekly Self-Assessment Journal 10% + Fall Term Portfolio 25% +
Final Group Project 15% (Graded on your contribution) = 50%

Winter Term:
Attendance and Weekly Self-Assessment Journal 10% + Group Project #1 20% +
Group Project #2 20% (Graded on your contribution) = 50%

We may be using alternative grading structures in this course, such as contract grading. Details will be discussed during the first class.

ADDITIONAL INFORMATION

Attendance Expectations: It will be impossible to do well in this course without attending all classes, as well as being prepared for all assignments and activities. Students are also encouraged to participate in Department events such as Nat Taylor Tuesdays, and to volunteer on student productions.

Important Dates:
Last date to add a course without permission of instructor Sept. 17
Last date to add a course with permission of instructor Oct. 22
Drop deadline: Last date to drop a course without receiving a grade  
Feb. 3

Course Withdrawal Period (withdraw from a course and receive a grade of “W” on transcript)  
Feb. 4 - April 5

More dates at https://registrar.yorku.ca/enrol/dates/fw19

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