EXPANDED COURSE DESCRIPTION
THEATRE
School of the Arts, Media, Performance and Design
Department of Theatre
FA / THEA 3135 3.0 SECTION A
TECHNOLOGY IN ARTS MANAGEMENT
FALL 2020 / WINTER 2021

COURSE CALENDAR DESCRIPTION
Trains students to use current technologies to manage both production and their own careers. Students will be introduced to the fundamental concepts and uses of many computer programs and protocols that will be helpful for furthering themselves in their professions. Students will learn the basic skills needed to establish a web presence for information distribution and self promotion, familiarize themselves with best practices and operation of databases to better manage and record information, and work with common graphic design and presentation software to create more effective and clear documentation.

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Garrett, Ian P.</td>
<td>Sec. A / ONLN / Y</td>
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SPECIAL FEATURES
AMPD makes course outlines available via ARMS (Academic Resource Management System), with students gaining access to the information through the Active Course Timetables on the York Courses web site. With this template much of the required information is included automatically, as indicated below. The template the course director fills out are the 5 fields below in blue. Note: If you prefer to present your course material in a different order, all the information can be inserted into the first field. COURSE OUTLINE INFORMATION Course Calendar Description this is provided via ARMS Please ensure your expanded course description includes and reflects the Course Calendar Description! Instructor/Format/Term/Contact Info this is provided via ARMS Insert your course information in the 5 fields below. 1. Special Features Technical requirements for taking the course: This is an online course which includes instruction in a variety of computer programs and online platforms. Students will need an internet connection to access the course content via York’s Moodle system. Video Lecture content is streamed via YouTube, and students will require an appropriate internet connection so that it can be viewed. Other content includes podcasts and downloadable documents. This course requires the use of a variety of platforms which may need to be installed on their computer. As much as possible, online alternatives for programs are offered as appropriate substitutes for the installed programs. Students should be sure that their computer’s operating system software is current, especially their browser. For one of the course projects, students need to be able to record a video of them presenting a slideshow. This can be accomplished in a variety of ways, including using a smartphone or a webcam. More details will be specified in the details of each assignment. A way to determine Internet connection and speed: there are online tests, such as Speedtest, https://www.speedtest.net/ that can be run. Useful links describing computing information, resources and help for students: Student Guide to Moodle https://lthelp.yorku.ca/student-guide-to-moodle Computing for Students Website https://student.computing.yorku.ca/ Student Guide to eLearning at York University http://elearning-guide.apps01.yorku.ca/ Learning Skills Services https://lss.info.yorku.ca/online-learning/ Zoom@YorkU User Reference Guide http://staff.computing.yorku.ca/wpcontent/uploads/sites/3/2012/02/Zoom@YorkU-UserReference-Guide.pdf Zoom@YorkU Best Practices https://staff.computing.yorku.ca/wpcontent/uploads/sites/3/2020/03/Zoom@YorkU-BestPracticesv2.pdf
Information about the delivery and organization of the course Location: Please note that this is an online course that depends entirely on remote teaching and learning. There is no required activity for this course on campus. Organization of the course: This course is designed as an online course. Course materials for each of the 20 modules in the class are made public at on Mondays morning except when noted in the course outline. Once it is made available, all of the course content can be accessed at any time. An assignment associated with each of the course modules will also be made available at the same time of the course materials, and is typically due the following week by the end of day on Mondays, except when noted in the course outline. Major projects in the course have their own deadlines listed in the course outline. Course communication is primarily handled through a discord server. There are channels available for each class module and project in the course to discuss with the instructor, any TA’s, and peers. Included in the module assignments are forums conducted through their respective channels on discord. Registrar’s Office’s website https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm. COURSE DIRECTOR Ian Garrett Rm. 328 (CFT) Centre for Film and Theatre For course related inquiries EMAIL: officehours@toasterlab.com Office Hours - I do not hold regular office hours. With electronic communications, I find they aren’t necessary to schedule due to the level of access we have through discord and email, etc. Special Features Technology in Arts Management is an online course which will introduce you to use of current technology used to manage both arts projects and your own careers creatively. You will be introduced to the fundamental concepts and uses of many computer programs and protocols that will be helpful for furthering yourself in your profession, while also exploring contemporary issues and considerations that impact your choices around technologies. You will learn the basic skills needed to establish a web presence for information distribution and self-promotion, familiarize yourself with best practices to better manage and record information and operation of databases, work with common graphic design and presentation software to create more effective and clear documentation, and how to think critically about deploying these technologies. The course is broken up into four (4) sections. The four topics areas are: Graphic Design and Visual Communication, Presentation Tools, Information Management and Web Design. Each section contains modules which will introduce you to key concepts through short video lectures, readings, and other rich media. Each of these modules has an associated assignment that will contribute to your understanding of the platforms you will be introduced in this course by asking you to identify key issues and/or to use these technologies yourself. Each section culminates in a project in which you will synthesize what you’ve learned and ask you to create typical arts management items. You will also complete “Critical Responses”. These will be readings, journals, and short presentations related to readings on contemporary issues in the field. Your participation will be supported with forum discussions through which we will delve deeper into issues associated with these forms of communication together. 2. Topics and Concepts GRAPHIC DESIGN • Photoshop • InDesign/Lucid Press PRESENTATION TOOLS • PowerPoint • Keynote • Prezi DATA MANAGEMENT • Advanced Excel • LibreOffice Base/MS Access/File Maker • MySQL structure WEB DESIGN • Hosting • Web Protocols: HTML, PHP, and FTP • Design Programs: Dreamweaver, HTML Generators (Freeway and iWeb) • Web based builders: Wix, Google Sites, etc. • Content Management Systems: Wordpress, Drupal, PHP/MySQL interaction 3. Learning Outcomes with Examples Students will be able to: • Communicate information to their colleagues and audiences through digital and print means. • Manage important production and project information effectively and creatively. • Present information to a group clearly and effectively. Learning Goals for each module can be found on that module's page. 4. Graded Assessment The course will be evaluated on the basis of the following components on a 100-point scale: • (40) Module Assignments (Assignments/Forum Participation/Quizzes/Critical Responses) • (60) Projects • (15) Program • (15) Presentations • (15) Database • (15) Web Design MODULE ASSIGNMENTS Each of the 20 modules in this course has a small assignment. These take the form of small projects, forum discussions, and short quizzes. These assignments are designed to demonstrate your understanding of the information in that module. We will also spend significant time on the development of basic communication skills. It will also be important to understand how the use of these skills in your future communication is complicated by any number of issues. There will be 10 assignments that relate to discussions around the decision-making process, communication strategy, political and legal issues that may impact how you would engage a communications project in the future. Preparation for each of these assignments will involve selected readings and a journal or “critical response” in preparation for our discussions in the class PROJECTS Project parameters and the breakdown of credit for individual credit breaks down as follows: GRAPHIC DESIGN PROJECT • Performance Program (“Playbill”) or similar multipage project • 8 Pages (2 Sheets, 2 Sided) • Flat size: 8.5” x 11” (Letter) • Final Size: 5.5” x 8.5” (Half Letter) • Includes: i. At least one image ii. Hierarchical, organized information including, but not limited to: 1. Title 2. Playwright/Author 3. Director 4. Designers 5. Management team 6. Cast 7. Bios 8. Management and technical Stuff 9. Special notes and thanks 10. Advertisements A similar
ASSIGNMENTS Assignments are due at the time specified on the course website. Late submissions are
emergency services as necessary before contacting me to ensure your safety and well-being. LATE
as necessary. If contacting me because of an emergency, please be sure to get touch with the appropriate
your mark in emergency situations outside of your control and may make exceptions to my late work policy
in the courses or complete your coursework, I appreciate your patience in my reply and I will not penalize
If you are attempting to get in touch with me due to an Emergency that will affect your ability to participate
the Discord or at this email address at certain times of day and will not be able to reply to urgent messages,
officehours@toasterlab.com. Using the incorrect email will result in no response. I only check messages on
afternoon or over a weekend. No really, I will only respond to question about the course through our slack or
officehours@toasterlab.com to contact me with questions about the course and coursework. I will reply to

COMMUNICATION PROCEDURES Please use the official Discord Server for the course or
officehours@toasterlab.com to contact me with questions about the course and coursework. I will reply to
them within 48 hours to the best of my abilities. Allow for more time if your message is sent on Friday
afternoon or over a weekend. No really, I will only respond to question about the course through our slack or
officehours@toasterlab.com. Using the incorrect email will result in no response. I only check messages on
the Discord or at this email address at certain times of day and will not be able to reply to urgent messages,
messages sent after 6 PM or over a weekend (including University holidays) until the following school day.
If you are attempting to get in touch with me due to an Emergency that will affect your ability to participate
in the courses or complete your coursework, I appreciate your patience in my reply and I will not penalize
your mark in emergency situations outside of your control and may make exceptions to my late work policy
as necessary. If contacting me because of an emergency, please be sure to get touch with the appropriate
emergency services as necessary before contacting me to ensure your safety and well-being. LATE
ASSIGNMENTS Assignments are due at the time specified on the course website. Late submissions are
not accepted. • Extensions may be requested by 5:00 pm on the Friday preceding the date on which an
assignment is due, and are granted at my discretion. • In the event of a medical or personal emergency, I may
consider an exception to these rules. If you do need to make a request for an exception to the requirements
I’ve listed above, include documentation of the emergency with your initial request. Once you have
completed the fields, please send this template to your department administrator or program assistant to be
uploaded by them making the course content available to students. NOTE: The Course Outline will be
official as of the first day of classes in the term. Prior to then, changes to the outline can be made. ARMS will
automatically indicate each change by date. ALL course outlines will also include the following information:
Last date to drop a fall term (F) course without receiving a grade: November 6, 2020 Last date to drop a
winter term (W) course without receiving a grade: March 12, 2021 Last date to drop a full year (Y) course
without receiving a grade: February 5, 2021 Academic Policies / Information The Senate Academic
Standards, Curriculum and Pedagogy Committee (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
• 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 • Manage my Academic record
http://myacademicrecord.students.yorku.ca/ • “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,
please click here to access it.
Moodle @ York University