**COM 367: Multimedia Production and Digital Culture**

Instructor: Joshua Jackson

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Meeting Location: 201J Winston Hall

Meeting Times: Tues/Thurs 11:45 AM – 1:00 PM

Office Location: Rick’s Annex

Office Hours: By Request

Open Lab Hours: Tues/Thurs 8:00 AM – 9:45 AM, 3:00 PM – 4:30 PM, Wed 1:30 PM – 3:30 PM

**Course Description**

Production lab and seminar combined. Digital production of visual images, audio, and video for the web. Readings in theories of visual communication and electronic culture. Critical analysis of assumptions underlying development and deployment of electronic media, and their social, economic and political impact. Development of practical skills and critical thinking. Prerequisite: COM 267.

**Course Objectives**

By the end of this course, the student will be able to:

❏ Develop a functional, working knowledge of multimedia production software and techniques that includes graphic, video, audio, and web content. Gain competency in creating and remixing images, material objects, and multimodal media (games).

❏ Critique and interpret multimedia productions.

❏ Learn to employ digital rhetoric to develop strategies for multimedia production.

❏ Troubleshoot problems, diagnose compatibility issues, browse forums, ask questions in online design communities, and find their own way as they go further with the programs they have been introduced to. In other words, students will learn to be resourceful with the production software they are using.

**Assignments**

**Digital Media Analysis** **20%**

*Individual*Short Description: You will create an original potential meme, collect data and write a 3-5 page paper (double-spaced) for this assignment.Works cited does not count toward page count. You will

also include 2 data pages related to the audience analysis and spreadability report.

**\*\*\*SOCIAL MEDIA PLATFORM CHOSEN: TUESDAY, SEPTEMBER 3 BY 11:59**

**\*\*\*FINAL PAPER DUE: FRIDAY, SEPTEMBER 20 BY 11:59 PM.**

**Photoshop Project & Paper 25% (5% per project, 5% for paper)**

*Individual*

Short Description: You will design and submit a visual portfolio and write a 3-page paper (double-spaced) about your design choices and how they intersect with the content we’ve covered in class. Your portfolio will contain the following projects:

-Desktop Background

-Edited Photo with Watermark or Text (submit unedited image with final version)

-Poster

-Multimedia Project (another project of any of the previous types or a project of your own)

**\*\*\*GOOGLE FOLDER SHARED WITH ME OR ALL FILES TURNED IN WITH ALL ASSIGNMENTS DUE BY FRIDAY, OCTOBER 18 BY 11:59 PM.**

**Critical Maker Project & Paper 20%**

*In pairs*Short Description: In pairs of two, design a prototype media artifact using the technologies in the D.H. Hill Maker Space. You can choose from the following technologies with no more than 2 groups making a project with any one of the technologies (unless you are combining technologies, for example a soft circuit project that utilizes the embroidery machine). I must approve your choice before you move forward. <https://www.lib.ncsu.edu/do/make-at-hill>

1.       Laser cutting

2.       3D printing

3.       Embroidery machine

4.       Arduino

5.       Makey Makey

7.       3d scanner

8.       Soft circuits, e-textiles, Wearables: Sewing machine

**\*\*\*CRITICAL MAKING PROJECT AND PAPER DUE; PHYSICAL PROJECT DUE IN CLASS, PAPER DUE BY TUESDAY, NOVEMBER 5 BY 11:59 PM.**

**Videogame Project & Paper 20%**

*In pairs*

Short Description: With your partner, design a game prototype using Twine, RPGMaker, Stencyl, or, if you have prior skills, another game design tool such as Unity or Scratch.

**\*\*\*IN-CLASS PRESENTATIONS ON TUESDAY, DECEMBER 5 AND THURSDAY, DECEMBER 7**

**\*\*\*VIDEOGAME PRODUCT AND PAPER DUE BY TUESDAY, DECEMBER 10 BY 11:59 pm**

**Participation 15%**

*Individual*

Short Description: Participation in this course is mandatory, and includes attending class, doing assigned readings, answering discussion questions, and paying attention. We will discuss the readings in EVERY class. I notice who talks (and doesn't) in class. I also notice who is paying attention and who is on their phone, computer, etc.

**Reading and Assignment Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **Discussion Topics** | **Materials** |
| Thursday, August 22 | Syllabus and Introductions |  |
| Tuesday, August 27 | Early Web, Memes, Virality | -[What Defines a Meme?](https://www.smithsonianmag.com/arts-culture/what-defines-a-meme-1904778/)  -[Why Spreadable doesn't equal viral](http://www.niemanlab.org/2010/11/why-spreadable-doesnt-equal-viral-a-conversation-with-henry-jenkins/)   -[The Science of Dank Memes](https://www.youtube.com/watch?v=HV9WEqLeBuo)  [-Literally a Cat Meme Timeline](https://cdn.knightlab.com/libs/timeline3/latest/embed/index.html?source=13GWU12XxatHB1TkDzIw2LzzLPZ_XfxAqBAJAEdUDjmo&font=Default&lang=en&hash_bookmark=true&initial_zoom=2&height=650&fbclid=IwAR0IkY4-IkrpVSL32K-KIR4sa_10yG7HI_LxBnYh-pxTjkNwievUTwqg8DY#event-tl-pxfuys)   ^-----READ THE ESSAY/INTRODUCTION FOR THE CAT MEME TIMELINE ON MOODLE. IT’S CALLED “Sewell and Keralis – mini essay on cat meme timeline”. |
| Thursday, August 29 | Internet Privacy, Data in Use | -[The Dark Side of That Personality Quiz You Just Took](https://www.theatlantic.com/technology/archive/2017/07/the-internet-is-one-big-personality-test/531861/)   -[Advertising That Exploits Our Deepest Insecurities](https://www.theatlantic.com/technology/archive/2017/06/advertising-that-exploits-our-deepest-insecurities/532038/)  -[Can computers be racist? Big data, inequality, and discrimination](http://www.fordfoundation.org/ideas/equals-change-blog/posts/can-computers-be-racist-big-data-inequality-and-discrimination/)  -[Rise of the Racist Robots](https://www.theguardian.com/inequality/2017/aug/08/rise-of-the-racist-robots-how-ai-is-learning-all-our-worst-impulses)  -[Has the smartphone destroyed a generation?](https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/) |
| Tuesday, September 3 | Design Theory Workshop  **DUE: Choose Social Media Platform for Digital Media Paper** | -[White Space Is Not Your Enemy, ch. 1-3](https://www-taylorfrancis-com.prox.lib.ncsu.edu/books/9781315162621) |
| Thursday,  September 5 | Overview of Design Software | -[White Space is Not Your Enemy, ch. 4-5](https://www-taylorfrancis-com.prox.lib.ncsu.edu/books/9781315162621) |
| Tuesday, September 10 | Photoshop | -[Rhodes, “9 Clever Visual Tricks Behind Iconic Poster Designs”](http://www.wired.com/2015/05/9-clever-visual-tricks-behind-iconic-poster-designs/?mbid=social_fb)  -[Typography](https://www.youtube.com/watch?v=sByzHoiYFX0)  -[Color Theory](https://www.youtube.com/watch?v=L1CK9bE3H_s)  -[Mistakes to Avoid](https://www.youtube.com/watch?v=mOA0WH00reA)  Explore: <https://helpx.adobe.com/photoshop/tutorials.html> & Photoshop resources folder in drive |
| Thursday September 12 | Remediation, Intro to Photoshop Project | -[Bolter & Grusin, *Remediation*, Chapters 1-2, pp. 20-64](https://monoskop.org/images/a/ae/Bolter_Jay_David_Grusin_Richard_Remediation_Understanding_New_Media_low_quality.pdf) |
| Tuesday, September 17 | Photoshop Project 1: Making a Desktop Background |  |
| Thursday, September 19 | Reading Images  **DUE: Digital Culture Project Due FRIDAY, SEPTEMBER 20 BY 11:59 PM** | -[Purdue OWL: Visual Rhetoric](https://www.youtube.com/watch?v=-vJvivIzkDg)  -[Kress & van Leeuwen, *Reading Images*, p. 6-15](https://drive.google.com/open?id=0B3llaArOIp6vQmhZdjlFMmUxSVE) |
| Tuesday, September 24 | Photoshop Project 2: Manipulate a Photo, Add Text/Watermark |  |
| Thursday, September 26 | **Digital Frontiers NO CLASS** |  |
| Tuesday, October 1 | Visual Rhetoric/Persuasive Images | -[Barbie Zelizer, About to Die: How news images move the public p. 1-27](https://drive.google.com/open?id=0B3llaArOIp6vR3pKcGNIQkVJc2M).  -[Power to the pictures: The evolution of propaganda](http://www.independent.co.uk/arts-entertainment/books/features/power-to-the-pictures-the-evolution-of-propaganda-2075321.html)  -[50 examples of visual propaganda](https://designschool.canva.com/blog/examples-of-propaganda/) |
| Thursday, October 3 | Photoshop Project 3: Poster |  |
| Tuesday, October 8 | Intro to Critical Making, Intro to Critical Making Project | [Ratto, Matt. “Critical making: Conceptual and Material Studies in Technology and Social Life”.](http://www-tandfonline-com.prox.lib.ncsu.edu/doi/abs/10.1080/01972243.2011.583819) |
| Thursday, October 10 | ~\*Fall Break\*~ |  |
| Tuesday, October 15 | **CLASS MEETS IN DH HILL MAKERSPACE**  Makerspace Orientation  **DUE: Photoshop Portfolio and Paper due by FRIDAY, OCTOBER 18 BY 11:59 pm** |  |
| Thursday, October 17 | Politics of Objects, History of Making | -[(1980), “Do Artifacts Have Politics?” Daedalus Vol. 109, No. 1, Modern Technology: Problem or Opportunity? (Winter), pp. 121-136](https://transitiontech.ca/pdf/Winner-Do-Artifacts-Have-Politics-1980.pdf).  -[DIY: Rise of Lo-fi culture Part 2- History of self-publishing-small press](https://drive.google.com/a/ncsu.edu/file/d/0B3llaArOIp6vRWxDUUpjTDg3QVU/view?usp=sharing) |
| Tuesday, October 22 | Workshop Time |  |
| Thursday, October 24 | **CLASS MEETS IN DH HILL MAKERSPACE**  Workshop Time |  |
| Tuesday, October 29 | Intro to Vidja Games, What’s a Game? What do they do? Where do they come from? | -Extra Credits. (2013).[What is a Game?](https://www.youtube.com/watch?v=blj91KLOvZQ). *Youtube.com* |
| Thursday, October 31 | Gender, Race, and Sexuality in Gaming Culture | - [Kennedy, Helen. “Lara Croft: Feminist Icon or Cyberbimbo? On the Limits of Textual Analysis.”](http://www.gamestudies.org/0202/kennedy/)  - [Condis, Megan. “No Homosexuals in Star Wars? BioWare, ‘Gamer’ Identity, and the Politics of Privilege in a Convergence Culture.”](https://journals-sagepub-com.prox.lib.ncsu.edu/doi/10.1177/1354856514527205) |
| Tuesday, November 5 | Vidja Game Industry  **DUE: Critical Making Project and Paper due – physical project in class, paper by TUESDAY, NOVEMBER 5 BY 11:59pm** | - [Bulut, Ergin. “Glamor Above, Precarity Below: Immaterial Labor in the Video Game Industry.”](http://www-tandfonline-com.prox.lib.ncsu.edu/doi/abs/10.1080/15295036.2015.1047880)  - [Kerr, Aphra, and John D. Kelleher. “The Recruitment of Passion and Community in the Service of Capital: Community Managers in the Digital Games Industry.”](http://www-tandfonline-com.prox.lib.ncsu.edu/doi/abs/10.1080/15295036.2015.1045005) |
| Thursday, November 7 | **ReFiG NO CLASS** |  |
| Tuesday, November 12 | Twine and Game Design Workshop |  |
| Thursday, November 14 | Game Design Tactics | -Hsu, J. (Jan. 2015). [Inside the largest virtual psychology lab in the world](https://medium.com/backchannel/inside-the-largest-virtual-psychology-lab-in-the-world-7c0d2c43cda5). *Medium.*    -[The Videogame That Asks You to Ponder the Meaning of Soup](https://www.atlasobscura.com/articles/video-game-meaning-soup?utm_source=facebook.com&utm_medium=atlas-page) |
| Tuesday, November 19 | Workshop Time |  |
| Thursday, November 21 | Workshop Time |  |
| Tuesday, November 26 | Workshop Time |  |
| Thursday, November 28 | ~\*Thanksgiving Break\*~ |  |
| Tuesday, December 3 | Final Presentations – Videogame Product Presentations |  |
| Thursday, December 5 | Final Presentations – Videogame Product Presentations |  |
| Tuesday, December 10 | Final Presentations (if there are any left)  **DUE: VIDEOGAME PRODUCT DUE BY TUESDAY, DECEMBER 10 BY 11:59 pm** |  |

**A Note on Open Lab Times**

Open lab times are being provided through the department each Tuesday and Thursday from 8:00 AM to 10:00 AM, and then from 3:00 PM to 4:30 PM each Tuesday and Thursday. The open lab times are held in the same room that we have class in. Mr. Robert Bell is COM’s IT person, and will be around during open lab hours. You are to be mindful of Mr. Bell’s time and space, as outside of classroom hours, this is his studio space.

Mr. Bell has offered to be a point of contact in case of ***TECHNOLOGICAL EMERGENCIES*** outside of class, or outside of open lab hours. This means that, if you encounter a problem with Photoshop like your layers are locked, or something ‘isn’t right’, **MR. BELL IS NOT YOUR FIRST COURSE OF CONTACT. I AM. WELL ACTUALLY THE INTERNET IS, AND THEN I AM.** Technological Emergencies are something like your computer setting itself on fire, you not being able to access Photoshop or Twine at all, some grievous encoding error (like if you are working in GIMP and then transporting to PSD and for some reason the entire project just… bricks itself), or something like that. If you are in open lab hours and Mr. Bell is around and you need some help with something in Photoshop, by all means ask him if it isn’t taking his time away from other things.

During open lab hours, you will likely come into contact with students from the other COM 367 class. As with Mr. Bell’s time, be respectful of theirs, but don’t be afraid to talk to them. We are not working on similar things (to my knowledge), but do feel free to commiserate, see what they’re working on, and expand your intellectual curiosity. The other instructor of this course, Mr. Meeks, has technological specialties that I do not, and thus, he is doing different things.

**Policies**

*AUTOMATIC DISENROLLMENT POLICY*

The **“automatic disenrollment policy,”** may be used if you send an email notifying your enrolled students at least one week prior to the first day of classes. A sample email would read:

“Students who miss the equivalent of the first two class sessions (i.e., one class for a class that meets once per week) will automatically be disenrolled from the class in order to accommodate students who want to take the course.”   
  
If you expect to be absent from class, please send me an email and we can discuss what to do to make up. If you don’t email me, I can’t help you. Just email me. Please. For the love of God, if you’re going to be absent, just send me an email. I don’t even need a (good) excuse. Please.  
  
**The form to use to drop students can be found at:**[http://www.chass.ncsu.edu/docs/faculty/non attendance.pdf](http://www.chass.ncsu.edu/docs/faculty/non%20attendance.pdf)  
  
*ABSENCE POLICY*Per University regulations, excused absences must fall into one of two categories: sanctioned anticipated situations and documented emergency situations. Anticipated situations (e.g., participation in official University functions, court attendance, religious observances, or military duty) *must be submitted in writing at the beginning of the semester or one week prior to the anticipated absence*. Emergency absences (e.g., student illness, injury or death of immediate family member, *must be documented by the Student Organization Resource Center 515-3323)* within one week following the emergency. Make-up work will be allowed only in situations where absences were excused. Please consult the following website for further information on University attendance regulations:

<http://policies.ncsu.edu/regulation/reg-02-20-03>

To ensure your success you are allowed 2 absences. After the third absence you will **automatically fail** the course. If you have a university excused absence, then you will be able to make up missed work. If you have an unexcused absence you will not be able to make up missed work. Please note: if you miss your speaking day due to an unexcused absence you will receive a **zero** for the speaking portion of assignment.

*ACADEMIC INTEGRITY*

Strict standards of academic honesty will be enforced according to the University policy on academic integrity found in the code of student conduct. NC State Students are bound to an honor code, which states: “I have neither given nor received unauthorized aid on this test or assignment.” It is my understanding and expectation that a student’s signature on any test or assignment means that you have neither given nor received unauthorized aid. Please consult the following website for further details on student conduct: <http://studentconduct.ncsu.edu/>

*RESUBMITTING ASSIGNMENTS*

Each student has the option to revise and resubmit any written assignment EXCEPT presentations and the final project. If that assignment was collaboratively produced, that student is solely responsible for making revisions. Individual members of a group may revise and resubmit, but the collective group may not. I will not allow you to share revisions among the group for the purposes of revision grades.

*AMERICANS WITH DISABILITIES ACT (ADA)*

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. For more information on NC State’s policy on working with students with disabilities, please see <http://policies.ncsu.edu/regulation/reg-02-20-01>

*LAPTOP COMPUTERS AND OTHER ELECTRONIC DEVICES*

You will only be allowed to use a laptop computer or tablet for class if it is not distracting to other students. If you use your computer/tablet for any activity unrelated to the class during which you are using it then you will be counted as absent (unexcused) for that date. You may not use your cell phone unless you have permission from the instructor.  
No course recording may occur without prior permission from the instructor (<http://policies.ncsu.edu/regulation/reg-02-20-11>).

*INCOMPLETE AND LATE ASSIGNMENTS*

Points earned for incomplete assignments will be reduced in proportion to the degree to which the assignment was completed. For example, an exam requiring three essays, with only one essay completed, will earn one third of the essay point total. Points earned for late assignments will be reduced by 2 points per day late (e.g., an assignment worth 10% can only earn a maximum of 8 points if handed in one day late).

***INCOMPLETE GRADE POLICY***

Students will not be given a temporary grade of IN (incomplete) unless they have attended classes regularly for most of the semester, have completed at least 60% of required work, have missed required work as a result of factors beyond their control, and have submitted satisfactory documentary evidence. An IN grade not removed by the end of the next semester in which the student is enrolled or by the end of twelve months, whichever is earlier, will automatically become an F (unless the student can present a compelling, well-documented case for the extension). For the NC State policy on grading and IN grades, see <http://policies.ncsu.edu/regulation/reg-02-50-03>

*ANTI-DISCRIMINATION STATEMENT*

NC State University provides equality of opportunity in education and employment for all students and employees. Accordingly, NC State affirms its commitment to maintain a work environment for all employees and an academic environment for all students that is free from all forms of discrimination. Discrimination based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation is a violation of state and federal law and/or NC State University policy and will not be tolerated. Harassment of any person (either in the form of quid pro quo or creation of a hostile environment) based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation also is a violation of state and federal law and/or NC State University policy and will not be tolerated. Retaliation against any person who complains about discrimination is also prohibited. NC State’s policies and regulations covering discrimination, harassment, and retaliation may be accessed at <http://policies.ncsu.edu/policy/pol-04-25-05>.

*NAME AND PRONOUN AFFIRMATION POLICY*

If you wish to be called by another name that is not on the class roster, I am happy to do that. Either come to me after class one day and ask, email me and ask, or, during introductions, introduce yourself by your preferred name.

If you wish to be called by a certain set of gender pronouns, I am happy to do that and make sure that my classroom is equitable for you. Either come to me after class one day and ask, email me and ask, or, during introductions introduce yourself with your preferred pronouns.

*STUDENT RESOURCES*

Writing and Speaking Tutorial Services: <http://tutorial.ncsu.edu/wsts>

Academic Policies: [www.ncsu.edu/policies/sitemap.php#acad-pols\_regs](http://www.ncsu.edu/policies/sitemap.php#acad-pols_regs)

University Career Center: <http://www.ncsu.edu/career/>

Disability Services Office (DSO): <http://www.ncsu.edu/dso/>

Adverse Weather: Complete information about adverse weather policies is available at <http://www.ncsu.edu/human_resources/benefits/leave/adverseweather.php>

Check email, news, the NCSU home page, or call 513-8888 for the latest information.

*CODE OF CONDUCT*

All students at North Carolina State University (NC State) are responsible for conducting themselves in a manner that helps enhance an environment of learning in which the rights, dignity, worth, and freedom of each member of the academic community are respected.  Violations of campus or University policies, rules or regulations, or federal, state, or local law may result in a violation of the Code of Student Conduct and imposition of sanctions. For more information please view <http://policies.ncsu.edu/policy/pol-11-35-01>.

*CHASS CAREER SERVICES*

Explore career options related to your major, make decisions about your major or minor, build resumes and cover letters, prepare for interviews, develop internship/ job search strategies, maximize career fairs, and more. Use ePACK to make an appointment with your career counselor — Jane Matthews or Woody Catoe — through ePACK at ncsu.edu/epack.  Career Development Center – careers.ncsu.edu.intention to resubmit; this will give me an opportunity to lay out my expectations for improvement,