

Instructors

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Required Materials

Manovich, Lev. *The Language of New Media*, The MIT Press, 2001.
 Chion, Michel. *Audio-Vision -- Sound on Screen*, Columbia University Press, 1994.
 Other readings as assigned.

Course Goals

The course is designed to give you

- An overview of the history of the development of media
- An awareness of the terminology dealing with each media
- An introduction to the key concepts involved in the various media
- An understanding of how new technologies are integrating old media
- A familiarity with some of the best examples of new media creation
- An ability to analyze and criticize commercial media products

Groundrules

- **Attendance.** This is a graduate class, and you are expected to not only attend but to contribute to the discussion during every class period. Absences, especially without a valid excuse, will significantly affect your class participation grade.
- **Plagiarism:** An act of plagiarism or other academic dishonesty in unacceptable especially at the graduate school level and usually results in an F for the course.
- **Disabilities:** Students with disabilities that may affect their performance in this class should contact the instructors individually as soon as possible.

Planned Workload

Short analysis of a single media (1-2 pages)	50 pts
Integrated media analysis 1 (4-5 pages)	100 pts
Integrated media analysis 2 (8-10 pages)	250 pts
Essay Final Exam	200 pts
Weekly blog/wiki entries	200 pts
Tool Presentation/handout	100 pts
Class Participation	100 pts
Total	1000 pts

Grading Scale : 90/80/70/60

Preliminary Schedule

Week	Class activity	Due
Week 1	Intros, overview	
Week 2	History of Media	Manovich Foreword, Prolog, Intro Chion Preface
Week 3	History, discussion of readings	Manovich Ch 1, Chion Ch. 1 and 2, McLuhan
Week 4	Manovich readings, discussion	Manovich Ch 2, Chion Ch. 3&4
Week 5	Video—guest speaker, Deny Staggs	Manovich Ch 3, Chion Ch. 5&6
Week 6	Image—guest speaker, Geo Sipp	Manovich Ch 4, Chion Ch. 7&8
Week 7	Text	Bolter handout, Landow handout,
Week 8	Sound	Manovich Ch 5, Chion Ch. 9&10
Week 9	Integrated Media and the Web	Manovich Ch. 6
Week 10	Design process and storyboarding	Assigned readings
Week 11	Guest speaker: Hallmark	Due: Media Analysis 1
Week 12	Discussion of readings	Assigned readings
Week 13	Tool presentations	Assigned readings
Week 14	Discussion of readings	Media Analysis 2
Week 15	Review	Essay exam finals week