

Media Art and You: Creativity in the Digital Age Online

Course Number: 07:080:300

Course Format: Lecture

Mode of Instruction: Online Asynchronous

In this course, you will create original media works in a variety of forms including documentary, narrative, experimental and performance, which are inspired by your own experiences. We will primarily focus on increasing the creative depth of your projects, the ideas that inform them and the technical capabilities that are crucial to their realization.

Students will emerge from this course with a better understanding of the building blocks of media production including, but not limited to: production planning, storyboarding, shot composition, editing and sound design.

Additionally, students will develop a critical engagement with historic and contemporary media works through screenings and discussions. The course is open to students of all skill levels.

Course Prerequisites and Corequisites: None

Learning Goals of Course:

To create original media pieces and to enrich student knowledge of media production and its cultural context.

Learning Outcomes

By the end of the semester, the student should be able to:

1. Create well executed, original works with digital video in a variety of forms. Engage critically in the process of creative expression.
2. Analyze, comprehend and discuss creative media works in video and film
3. Demonstrate an enriched knowledge of theoretical frameworks relating to creativity.

Policies for Exams, Assignments, Attendance, and Grading: Course Assignments will include discussion threads, creative projects, interactive readings and screenings.

New Jersey Visual and Performing Arts Standards

- Anchor Standard 1: Generating and conceptualizing ideas.
- Anchor Standard 2: Organizing and developing ideas.
- Anchor Standard 3: Refining and completing products.
- Anchor Standard 5: Developing and refining techniques and models or steps needed to create products.

Students will complete multiple projects that require them to submit proposals, refine plans based on instructor and community feedback, present a work in progress for critique, and deliver a completed product. “Project 2: The Camera and You” is a good example of this process, as students must submit a proposal for a 1-2 minute video that utilizes camera shots and film techniques discussed in the lectures. An “in progress” version must be submitted for critique and refinement, and students are expected to refine their project based on feedback.

- Anchor Standard 4: Selecting, analyzing and interpreting work.
- Anchor Standard 6: Conveying meaning through art.
- Anchor Standard 7: Perceiving and analyzing products.
- Anchor Standard 8: Interpreting intent and meaning.
- Anchor Standard 9: Applying criteria to evaluate products.

Students in “Media Art and You” are taught to analyze and interpret examples to demonstrate knowledge of the techniques taught in class. The canvas plugin PlayPosit is used to assess students’ knowledge of video editing and sound design using examples from television and movies. They will analyze and critique the selected media, assessing the techniques used and critiquing their effectiveness. In the graded forums, students assess whether an example was successful in conveying its meaning and intent to the audience.

- Anchor Standard 10: Synthesizing and relating knowledge and personal experiences to create products.
- Anchor Standard 11: Relating artistic ideas and works within societal, cultural, and historical contexts to deepen understanding.

The four projects provide multiple opportunities for students to demonstrate a synthesis of knowledge gained and personal experience through the creation of media. Students are required to post in forums associated with each lecture, allowing them to relate the classroom material to media they find interesting and relatable. Units on documentary filmmaking as resistance and tactical media demonstrate the medium’s connection to important social and political movements of the 20th century.



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• WHO CAN PARTICIPATE?

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