



# MARYMOUNT UNIVERSITY

School of Arts and Sciences  
2016-17

## COURSE SYLLABUS

<b>Course Number</b> CMD404 A	<b>Course Title</b> Performance Media Lab		
<b>Fall Semester</b>	<b>Spring Semester</b> 2017	<b>Summer Semester</b>	<b>Credit Hours</b> 3
<b>Name of Instructor</b> Barry C Erdeljon			
<b>Meeting Day, Time, and Room Number</b> TH 6:30-9:15 P.M. Rowley Hall, Room G215 (Mac lab)			
<b>Final Exam Day, Time, and Room Number</b> 5/9 TU 6:30 -9:30 P.M. Rowley Hall, Room G215 (Mac lab)			
<b>Office Hours, Location, Phone</b> TU 3:30-4:30, WED 3:00-5:00, TH 3:30-4:30 Gailhac G106, 703-284-1652. Other times by appointment			
<b>E-mail</b> <a href="mailto:barry.erdeljon@marymount.edu">barry.erdeljon@marymount.edu</a> <b>Course Web Site</b> <a href="http://www.mudesign.net/performance-media">http://www.mudesign.net/performance-media</a>			
<b>Course Description:</b> Enables students to explore the connections among the arts, humanities, science, and technology; create a product to illustrate their collaborative research and interdisciplinary study; and present their product to the community in a public forum. Prerequisite: junior/senior status within the communication or media design major. Prerequisites for non-majors: instructor approval. Evidence of a completed upper-level research course project is recommended. <i>Liberal Arts Core/University Requirements Designation: DSINQ. (3)</i>			

## UNIVERSITY STATEMENTS

### **ACADEMIC INTEGRITY**

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

### **STUDENT COPYRIGHT INFORMATION**

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

### **ACCOMMODATIONS AND ACCESSIBILITY CONCERNS**

Please address any special challenges or needs with the instructor at the beginning of the semester. Students seeking accommodations for a disability must complete the required steps for obtaining a Faculty Contact Sheet from the Office of Student Access Services (SAS). Students are then responsible for meeting with their instructors at the beginning of the semester to review and sign the Faculty Contact Sheet and develop a specific plan for providing the accommodations listed. **Accommodations cannot be granted to students who fail to follow this process.** Appointments with the SAS director can be scheduled through the Starfish "Success Network" tab in Blackboard. For more information, check the SAS website, e-mail [access@marymount.edu](mailto:access@marymount.edu), or call **703-284-1538** to reach the SAS director or an academic support coordinator.

## **EMERGENCY NOTIFICATION POLICY**

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or [studentaffairs@marymount.edu](mailto:studentaffairs@marymount.edu). Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence.

For non-emergency absences, students should inform their instructors directly.

## **ACCESS TO STUDENT WORK**

Copies of your work in this course, including copies of any submitted papers and your portfolios, may be kept on file for institutional research, assessment, and accreditation purposes. All work used for these purposes will be submitted anonymously.

## **UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS**

Weather and Emergency closings are announced on Marymount's web site: [www.marymount.edu](http://www.marymount.edu), through **MUAlerts**, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUAlerts** the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from the course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

1. **BROAD PURPOSE OF COURSE:** Enables students to explore the connections among the arts, humanities, science, and technology; create a product to illustrate their collaborative research and interdisciplinary study; and present their product to the community in a public forum. Prerequisite: junior/senior status within the communication or media design major. Prerequisites for non-majors: instructor approval. Evidence of a completed upper-level research course project is recommended. *Liberal Arts Core/University Requirements Designation: DSINQ. (3)*

Students will create a product [e.g. an exhibit, performance or online publication including interactive websites and digital storytelling, video productions, podcasts] to engage the community in public dialogue. When possible students will work together with a community sponsor.

Emphasis is placed on, presentation organization and structure, the appropriate use of design and communications principles the audience experience.

Students will be exposed to the latest interactive media technology including digital photography and video, lighting and sound mixing, Flash, Photoshop, Dreamweaver, WordPress, and Final Cut Express.

Additional computer lab, and studio time will be required.

2. **COURSE OBJECTIVES:** Upon successful completion of this course students will be expected to:
  - A. Demonstrate the effective use of basic design communications principles and project management skills needed to develop dynamic, media products
  - B. Develop project proposals and audience definitions, and production schedules
  - C. Conduct media and performance project specific research
  - D. Develop and implement copy outlines, scripts, storyboards and flow charts
  - E. Effectively use interactive media, video and or live performance venues
  - F. Be familiar with basic media performance production management methods and terminology
  - G. Publicly display a media performance project by broadcast, the Internet, and or live audience

3. **TEACHING METHOD:** This course will be comprised of computer demonstration, hands-on computer experience, class discussion, and critiques.

#### 4. **GRADING POLICY**

##### **Grade Breakdown:**

Course Attendance & Participation	5pts
Exercises	10pts
Final Project:	85pts
15pts Project related research	
15pts Project proposals,	
5pts Topic & objective/purpose	
5pts Audience definitions	
5pts Production schedules	
15pts Preproduction	
5pts Copy outlines and or scripts	
5pts Storyboards and or layouts	
5pts Flow charts and or information design charts	
20pts Production Use of media and or performance venues	
5pts Appropriateness of content; images, text, media, etc. to purpose	
5pts Quality of media, visuals, and graphics	
5pts Quality copy and written messages	
5pts Comprehensiveness and continuity of media and message	
20pts Public presentation of final project – online, performance, other venues	
	<b>Total Points: 100pts</b>

##### **Grading Scale:**

93-100 = A
90-92 = A-
87-89 = B+
83-86 = B
80-82 = B-
77-79 = C+
73-76 = C
70-72 = C
67-69 = D+
60-66 = D
0-59 = F

5. **CLASS SCHEDULE** Class schedule of Lecture and demo topics and assignments are on the Web site: <https://commons.marymount.edu/performancestudio/>

**Friday, February 17, 2017, is the last day to withdraw from a class without academic record.**  
**Friday, March 24, 2017, is the last day to withdraw from a class with a grade of W.**

##### **Weeks 1-5**

###### **Modeling & discussions**

- Project proposals
- Audience definitions
- Production schedules
- Research methods

###### **Demonstrations**

- Media technology
- Case studies of media performance projects

###### **Assignments**

- Project proposal and definition
- Research
- Copy outline, scripts, flowchart & storyboards
- Collection and creation of content including copy, imagery, and or costumes, sets, location scouting, casting...
- Media technology exercises

##### **Weeks 6-11** (*Week 8 no class spring break*)

###### **Modeling & discussions**

- Project management
- Creative project directing
- Content management

###### **Demonstrations**

- Media technology
- Use of venues [e.g. sound, lighting, recording, filming...]

## Assignments

- Production schedules
- Project rationales
- Project production

### Week 12-15 (*Week 14 no class Monday schedule on the Tuesday following Easter Holiday*)

#### Lecture

- Project installation and or uploading and or rehearsals
- Project testing and or debugging and or refining
- Supporting materials i.e. packaging, labels, displays, and or user instructions

#### Assignments

- Completed project and or performance
- Project critiques by appointment with reviewer/s

### Week 16

#### FINAL

- Class presentation of completed media project or recording of performance
- Final revised version of project purpose, audience and rationale
- Reflective paper on effectiveness and possible project improvements

6. **REQUIRED TEXT:** On-line readings from various sources as assigned and class handouts

#### 7. **REQUIRED SUPPLIES:**

32GB USB Flash Drive or Hard Drive. **A second USB flash drive recommended!**

Suggested flash drive: Kingston Digital DataTraveler SE9 32GB USB 2.0 Flash Drive

External Hard Drive, at least 80GB, USB 2 - *One hard drive can be shared by students in a group project*

Optional supplies: image rights for photographs, illustrations, video, sounds and or music, props, costumes, sets, exhibit materials...

Color prints of project supporting material i.e. screen captures, packaging, labels, displays...

#### 8. **SUGGESTED READINGS OR AUDIO-VISUAL MATERIALS**

##### Interactive media

Performance Art: From Futurism to the Present (Third Edition) (World Art) by Rose Lee Goldberg 2011

Multimedia Performance by Edward Scheer and Rosemary Klich 2011

Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation (Leonardo Book Series) by Steve Dixon 2007

Interactivity By Design by Ray Kristof and Amy Satran, 1995

Interactive Media: The Semiotics of Embodied Interaction by Shaleph O'Neill, 2008

Managing Interactive Media Projects by Tim Frick, 2007

Multimedia Concepts Enhanced Edition By Shuman, 2003

##### Storytelling

The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative by Stephen Denning, April 22, 2005

The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story by John Walsh, Jan 1, 2003

The Power of Personal Storytelling by Jack Maguire, 1998

##### Interface Design

Understanding Comics: The Invisible Art by Scott McCloud, 1994

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition  
by Steve Krug, 2005

Designing Interfaces: Patterns for Effective Interaction Design by Jenifer Tidwell, 2005

The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques  
by Wilbert O. Galitz, 2007

Interface Oriented Design: With Patterns (Pragmatic Programmers) by Ken Pugh, 2006

Your Face Too, The Best of Interface Design. By Donnelly, Daniel, 2000

**Interactive media technology**

Visual Quickstart Guides from Peachpit Press, Inc for Photoshop, WordPress and Final Cut Express

Designing web graphics.4 (4th Edition) (VOICES) by Lynda Weinman, 2003

Software Manuals: Adobe Cs3/4 Suite and Apple Final Cut Express

**Periodicals:** Communication Arts, How, Print, Wired