

University of Montana

ScholarWorks at University of Montana

University of Montana Course Syllabi

Open Educational Resources (OER)

Fall 9-1-2021

MART 101L.50: Introduction to Media Arts

David Edward Mills-Low

University of Montana, Missoula, david1.mills-low@umontana.edu

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

Let us know how access to this document benefits you.

Recommended Citation

Mills-Low, David Edward, "MART 101L.50: Introduction to Media Arts" (2021). *University of Montana Course Syllabi*. 12540.

<https://scholarworks.umt.edu/syllabi/12540>

This Syllabus is brought to you for free and open access by the Open Educational Resources (OER) at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana Course Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.



MART 101L Introduction to Media Arts Online (sec. 50)

CRN 72152 (3 credits)

Spring 2020

School of Visual and Media Arts

Instructor: David Mills-Low Email: david1.mills-low@umontana.edu

Office hours: Tuesdays 1-2 on zoom or by appt
zoom link:

<https://umontana.zoom.us/j/99842897933>

COURSE DESCRIPTION

Stories are at the center of our lives. Why we tell them, how we tell them, and how we gain meaning from them is arguably the single most important skill we can develop. The purpose of the course is to introduce you to the analytical processes involved in “reading” and describing media stories. Since most of the vocabulary through which we do this is generated from the language of filmmaking, analysis of films will take up much of our semester. We will cover three major areas: fictional, documentary and experimental filmmaking. In the last two Lessons we will also apply the principles we’ve been studying to the world of the Internet and Advertising. While having more fun than anyone should be able to have :) you will also fulfill the Literary and Artistic Studies portion of your **General Education Requirement**, if you gain a C or above.

On a broader level this course delivers experiences that should help you expand your ability to:

- think creatively
- develop your ideas through collaboration with your fellow students -articulate core meaning and thematic concepts in existing films and

your own work

- understand the context behind your personal point-of-view and to look

empathetically at other cultures whose context may be different from your own.

OUTCOMES

I. FILM LANGUAGE AND STRUCTURES

A successful student will be able to understand and clearly articulate their understanding of film stories through the following modes of analysis:

THE FOUR COMPONENT AREAS Dramatic

Filmic Structural Literary

GENRE DESCRIPTION/ CLASSIC PLOT MODELS NORTHRUP FRYE'S MODES OF
NARRATIVE (HERO) ROBERT MCKEE'S STORY TRIANGLE
FOUR MODES OF DOCUMENTARY

II. THE WORLD INSIDE—YOUR POINT-OF-VIEW AND CANONICAL STATE

Through the principles that broaden your understanding of the idea of storytelling, you will be able to articulate the nature of your “world view” as well as themes, characters and types of stories that might emerge from someone like yourself. These principles are based in:

THE THREE LEVELS OF READING

FOLK PSYCHOLOGY

THE CANONICAL STATE OF BEING

THE IDEA OF “CORE”

STORYTELLING AS A MEANING-MAKING PROCESS

III. THE WORLD OUTSIDE—THE DEVELOPMENT OF EMPATHY

By focusing on other cultures (outside and inside of our own country) and their stories you will be able to compare and contrast your context with theirs and therefore open up your mind to what stories might mean to them and you.

TEXT & MATERIALS

The reading and video lecture material that constitute the text(s) for this class are available in documents and video packages that will be found on our **Moodle Course Shell**. We will watch quite a few movies and clips of films over the course of the semester and those will also be available within the class Moodle shell.

CLASS STRUCTURE

The class is constructed of Lessons, each of which represents approximately a week's work (3 hours class time 3 hours study time). The first section deals with the basics for understanding the principles and vocabulary necessary for analysis of films. At the end of this section you apply your work to the analysis of an entire film. The second half of the course deals with the expansion of your understanding of film story into non-classical forms, some important philosophies of film and the introduction of documentary work. At the end of the class you will analyze another film as you did at the mid-term.

There is quite a bit of material and viewing, but **it is manageable as long as you devote regular time to the process**. This may seem self-apparent, but if you haven't taken an online class before, make sure you ask questions early and often and work at creating a regular schedule for yourself

For the sake of consistency, each LESSON is structured in a similar manner:

I. Lesson Materials

You must thoroughly study of the MATERIALS provided for the LESSON before you proceed to the QUIZ.

MATERIALS INCLUDE:

- 1) **Instructional Videos:** These instructional mini-lectures are from 3-10 minutes in length and get at the main focus of a given week's work.
- 2) **Lesson Documents:** These offer more detail than be contained in a short video and include material that is not in the videos, as well as opening up the major vocabulary necessary for the class.
- 3) **Vocabulary:** Each week we will add more of the language of film and story creation, both in the areas of production and literary analysis.
- 4) **Film for the Lesson:** Not all weeks Lessons have a full film to view but many do. All of the films you need to view can be found in the materials area for that week.
- 5) **Outside Links:** Sometimes the Materials include links to clips used in assignments as well as to sites that give you the opportunity to expand your research into film and additional topics generated through assignments and forums.

II. Lesson Quiz

Each Lesson has a quiz that is made to test your understanding of the materials for the week and expand on your understanding with additional input. They are meant to be enjoyable and only require completion to gain their points. Once you have studied the materials you are ready to enter this area. Quizzes aren't short. They have additional reading and viewing material within them so you should expect to spend up to an hour or longer on them.

III. Discussion Boards/Assignments

Each Lesson there will be an opportunity for you to engage with the materials and post online with each other or write and upload a short essay to your instructor(s).

IV. Film Analysis Assignments:

Twice a semester you will be required to write longer assignments devoted to the analysis of a film based on the principles and vocabulary of the class.

V. Final Assessment/Assignment

This is your chance to reflect on what you've learned this semester. You will also have a surprise task for this, which should be a fun way to end the class.

POINTS DISTRIBUTION

The Basic Quizzes (11 x 3 points)	33 Points
Weekly Discussion or Assignment (10 x 3)	30 Points
Final 2 Weekly Forums (2 x 6)	12 Points
Film #1 Analysis	10 Points
Film #2 Analysis	15 Points
Total Points	100

LATE ASSIGNMENTS:

You are allowed to submit assignments or discussion board posts after the due date, but will receive reduced credit. The **first week after the due date** you will have

10% taken off your grade. The **second week after the deadline** you can submit with a **20%** penalty to your final grade. After the second week there are no submissions allowed without instructor approval.

ATTENDANCE: There is no official attendance for this class since it is online, but you need to pay close attention to due dates and late assignments (see above)!

The main difficulty students have with online classes is one of time management. You have to make time to do the work. We have put together various tutorials and documents to assist you in succeeding here. Take advantage of them and if you are having difficulty always communicate sooner rather than later!

School Statements

- COVID-19 policy: "The University of Montana requires masks for every course being held in a classroom, lab, or studio until otherwise informed."
- Land Acknowledgement: he Séliš-Qłispé Cultural Committee created the language, *"The University of Montana acknowledges that we are in the aboriginal territories of the Salish and Kalispel people Today, we honor the path they have always shown us in caring for this place for the generations to come."*
- Inclusion Policies:
The University of Montana values leadership, engagement, diversity, and sustainability, because our institution is committed to respect, welcome, encourage, and celebrate the differences among us. As members of the University of Montana community, we aspire to:
 - Respect the dignity and rights of all persons.
 - Practice honesty, trustworthiness, and academic integrity.
 - Promote justice, learning, individual success, and service.
 - Act as good stewards of institutional resources.
 - Respect the natural environment.

The College of the Arts and Media at the University of Montana, has chosen to actively pursue equity and access for all persons. In this charge we will be researching, planning, and implementing ways in which our culture can be more accessible, inclusive, equitable, sustainable. It is not enough to be anti-bias in principle without being equitable in action. We will implement these actions organized by a group of students, faculty, and staff across the entire College in an ongoing way.

Student Support Resources

- Academic Misconduct and the Student Conduct Code: "This Code of Conduct embodies and promotes honesty, integrity, accountability, and duties associated with citizenship as a student in our community at the University of Montana. This Code exists to protect the interests of the community and dignity of its members, and to challenge those behaviors which are not in accordance with our policies". The Code is available for review online at <https://staging.umt.edu/student-affairs/community-standards/student-code-of-conduct-2021-pdf>
- Accommodations: "Students with disabilities may request reasonable modifications by contacting the DSS office. The University of Montana assures equal access to instruction

through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). For more information, please consult <http://www.umt.edu/disability>.”

- The Writing and Public Speaking Center provides one-on-one tutoring to students at all levels and at any time in the writing process. Visit now. Visit often. We're ready when you are. www.umt.edu/writingcenter.
- Mental Health and Wellbeing Policy: The University of Montana is committed to advancing the mental health and wellbeing of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, visit <https://www.umt.edu/diversity/resources/mental-health.php>

Stay connected:

Please join SVMA social media to stay informed about events and happenings in our school.

- Instagram: https://www.instagram.com/umt_svma/
- Facebook: <https://www.facebook.com/UMTsvma>

CLASS SCHEDULE

Week 1: Logistics

Week 2: The World of the Class (3 Levels of Reading)

Week 3: Story, Story and... Story (Dramatic Components)

Week 4: Structure and the Whole (Structural Components)

Week 5: Detective Work and Articulating Dramatic Action

Week 6: Genre and the Power of Expectation (Development and Plot Types)

Week 7: Analysis of a Film (Formalism and Realism)

Week 8: Postmodernism and Cinema Film Analysis

Week 9: Documentary: Creative Use of the Actual

Week 10: Documentary: Formalism, Fact and the Truth

Week 11: Leaving Narrative Behind: The World of the Avant-Garde and Experimental Film

Week 12: Advertising and Encoded Media

Week 13: The Internet: Design, Story, Aesthetics and Ethics

Week 14: Final Film Analysis

Finals Class: We do not have an official finals class, as we are online, but pay close attention to due dates on your Final Paper and Lesson 14 Assignment when the time comes!