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### MART 101L.51: Introduction to Media Arts

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## MAR 101L Introduction to Media Arts (51) 3cr. (online)

Spring 2016

School of Media Arts

Professor Talena Sanders McGill Hall 230

Office Hours/Open Studio: Friday 10:00 AM– 1:00PM or by appt. via Skype or in person  
email: talena.sanders@umontana.edu

### **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 you 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 based in the language of filmmaking, analysis of films will take up most 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 the encoding of 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.

### 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.

#### **Important Logistics Information**

#### **TEXT & MATERIALS**

There is **no required text** for the class. The reading and video lecture material is available in documents and video packages that will be found on our **main 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**

Each week your assigned work will be composed of a Lesson Quiz, as well as one other assignment. The Lessons – including all provided materials and the Lesson Quiz - is the equivalent of a class meeting for this online course. You will go through these Lesson materials and Quizzes to engage with the subject matter of the course. The Quiz questions you answer are graded. See the numbered list below for more details.

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 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.

**The deadline for each assignment and Lesson Quiz is the following Tuesday at 5:00 PM.** Every single week, the deadline time and day are the same unless you are otherwise notified!

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**

<b>MART 101L POINTS</b>	<b>DISTRIBUTION</b>
THE BASIC LESSONS (11@3pts)	33 pts.
WEEKLY DISC.OR ASSIG. (10@3pts)	30 pts.
Final 2 Week Forums (2@6pts)	12 pts.
Film #1 Analysis	10 pts.
Film #2 Analysis	15 pts.
TOTAL PTS.	100 pts.

### **!!!TIME FOR THE RED WARNINGS!!!**

#### **DEADLINES**

**-Lesson Quizzes:** Close each week at the assignment deadline. If you miss a Lesson Quiz deadline, you are out of luck – you lose the points for that week on the Lesson Quiz. Make sure you do all Lesson Quizzes before the assignment deadline. Stay on top of this assignment in particular because you cannot make it up!

**-Other Assignments:** will be accepted late with a significant penalty for late submission. Do not expect immediate grading on late submitted assignments.

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 always communicate sooner rather than later!

Excused Late Submissions: I will accept late submissions in documented events of illness (must scan and email or bring me a doctor's note), death in the family, or other serious emergency

circumstances. Broken computers and lost assignments are never excused reasons for late submissions.

**Do not turn in assignments via email. Only turn in assignments on Moodle.**

**Note on Extra Credit opportunities: Don't count on them.**

There are many points available in this class (see above) and they add up to your final grade. You simply have to devote the time needed. If you can't do that then you won't succeed. The class is not difficult if you commit to the time needed. So please join in early and sustain your attention and commitment over the entire semester!

### **ACADEMIC MISCONDUCT and the STUDENT CONDUCT CODE**

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at <http://www.umt.edu/SA/vpsa/index.cfm/page/1339>

**I take plagiarism and academic dishonesty seriously.** Plagiarism is using, in whole or part, some one else's words and ideas without correctly attributing the source. A good rule of thumb is to never copy and paste any text from anywhere into your assignments for the course. The penalty for plagiarism in this course is an automatic 0 grade on the plagiarized assignment with no possibility for re-submitting the work. On a second offense, the student will be reported to the Dean of Students for violation of the Student Conduct Code. Don't risk it.

### **STUDENTS WITH DISABILITIES OR SPECIAL NEEDS SHOULD INFORM THE INSTRUCTOR ASAP**

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>

### **CLASS SCHEDULE**

<b>Lesson 1 Tues. Jan. 26</b>	<b>Logistics! (due by Tues. Feb 2 5:00PM)</b>
<b>Lesson 2 Tues. Feb. 2</b>	<b>The World of the Class (3 Levels of Reading) (due by Tues. Feb 9 5:00PM)</b>
<b>Lesson 3 Tues. Feb. 9</b>	<b>Story, Story and...Story (Dramatic Components) (due by Tues. Feb 16 5:00PM)</b>
<b>Lesson 4 Tues. Feb. 16</b>	<b>Structure and the Whole (Structural Components) Film: Casablanca (1941) (due by Tues. Feb. 23 5:00PM)</b>
<b>Lesson 5 Tues. Feb. 23</b>	<b>Editing: The Language of Film (Filmic Components) Scene Analysis Due Sunday Night! (due by Tues. March 1 5:00PM)</b>
<b>Lesson 6</b>	<b>Genre and the Power of Expectation (Development &amp; Plot Types)</b>

<b>Tues. March 1</b>	<b>Film: Brick (2001) (due by Tues. March 8 5:00PM)</b>
<b>Lesson 7 Tues. March 8</b>	<b>Analysis of a Film (Formalism and Realism) Important Reading: “The Fish” (due by Tues. March 15 5:00PM)</b>
<b>Lesson 8 Tues. March 15</b>	<b>Postmodernism and Cinema Film Analysis Film: Adaptation (1999) (due by Tues. March 22 5:00PM)</b>
<b>Lesson 9 Tues. March 22</b>	<b>Documentary Storytelling Pt. 1: Narrative Meets Actuality Film: Hearts and Minds (1972) (due by Tues. March 29 5:00PM)</b>
<b>Lesson 10 Tues. March 29</b>	<b>Documentary Storytelling Pt. 2 : The Return of Postmodernism! Film: The Fog of War (2003) (due by Tues April 12 5:00PM)**</b>
<b>Lesson 11 April 4-8</b>	<b>SPRING BREAK!</b>
<b>Lesson 12 Tues. April 12</b>	<b>Experimental Film: Beyond the Narrative Experience (due by Tues April 19 5:00PM)</b>
<b>Lesson 13 Tues. April 19</b>	<b>Advertising and Encoded Messaging (due by Tues April 26 5:00 PM)</b>
<b>Lesson 14 Tues. April 26</b>	<b>The Internet: Design Meets Story (due by Tues May 3 5:00 PM)</b>
<b>Lesson 15 Tues. May 3</b>	<b>Final Film Analysis Final Paper/Personal Assessment/Survey! (due by Tues May 10 5:00 PM)</b>