

# MART 201: Foundations of Media Arts Production - Fall 2021

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This is an introductory course. There are no pre-requisites for this class.

Catalog Course Description: Fundamental conceptual and technical aspects of media.

Recommended Text:

The Filmmaker's Eye: learning (and breaking) the rules of cinematic composition. Mercado, Gustavo; Focal Press, 2010. ISBN-13: 9781138780316

## What are we going to do?

MART 201 is an introductory course focusing on one of the foundational elements of media arts practice: the shot. Whether you are interested in game design, interactive art, writing for the screen or traditional filmmaking the individual moving image shot informs the meaning of your work.

We turn on the camera, an image is captured, and the camera is turned off. On the surface, this seems pretty simple and straightforward. Look more closely and the myriad choices contained in that simple shot are countless. They range from composition, aesthetic elements of color and form, along with the specific content you want to include. There are also technical limitations that lead to aesthetic choices that lead to meaning being conveyed to your viewer.

Understanding and controlling the creation of meaning through the elements of the shot is the focus of this course.

This semester we will focus on the technical and aesthetic elements of the camera and lens, approaches to composition, technical and aesthetic aspects of lighting design, storyboarding and sequencing. We will watch

examples from contemporary and classic films and you will practice implementing the meaning of all of these aspects of the shot through a series of production assignments.

## Learning Outcomes

Upon completion students will:

- Demonstrate technical proficiency and control in digital image capture technology.
- Demonstrate technical proficiency in lighting control and design.
- Recognize and discuss the production of meaning through moving images.

## **Carolina Core Outcome**

**AIU** - Aesthetic and Interpretive Understanding: Students will be able to create or interpret literary, visual or performing arts.

## Class Structure

On your schedule this class is listed as hybrid delivery. This means that there is both in-person content and on-line content. Class

meets twice a week (as listed at the beginning of this document). Class meetings are in-person in McMaster 214 and attendance is required. Every week there will be additional on-line content to be completed by the end of the week. Most weeks there are one or two videos and a quiz. The on-line components are asynchronous – you may complete them at any time throughout the assigned week. All on-line material is accessed through Blackboard.sc.edu.

The purpose of the lectures, technical videos and quizzes is to prepare students to complete three camera-based projects over the course of the semester (two still image projects and one video project). These assignments are designed for you to practice the concepts and ideas presented in class and the textbook.

## **Written Support Material**

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This class explores both the technical skills required for and aesthetic conventions of creating meaning through images. There are two written components to support this dual endeavor. The recommended textbook; [The Filmmaker's Eye: learning \(and breaking\) the rules of cinematic composition](#) can be purchased on-line. Class Unit Readings are available on the class Blackboard site. The Unit Readings document supports the material presented in lectures on the technical aspects of cameras, lighting and the language of film.

## **Creative Projects**

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You will complete three creative projects over the course of the semester. All can be created using cameras and lights available for you to check out at SVAD Media Services located on the third floor of McMaster Building on the Columbia campus. For the first two projects you will work individually photographing and handing in a series of still

images. The third video-based project will be completed in small groups.

All projects will be handed in digitally through Blackboard. Information for each project and the link to submit the completed project are visible in the Creative Projects tab on the class Blackboard site.

## **Media Production Equipment**

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Cameras and lights required to complete the production projects are available in the School of Visual Art & Design's Media Services, which is located on the Columbia campus in the McMaster building.

Students may use their own camera if it has the required functionality. Cameras used for class projects must be either a DSLR (digital single lens reflex) or mirrorless camera with changeable lenses with video capability. These cameras allow for manual control of all functions. If you are unsure if your camera is acceptable check with Professor Kramps. Camera phones are not an acceptable substitute—even though they are often of exceptional quality, we want students to learn how to control all aspects of the image manually.

## **Blackboard**

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Blackboard.sc.edu – All aspects of the class will be managed through the class Blackboard site. Access to the site is with your SC email password and managed through UTS. If you lose access to the class Blackboard site for any reason contact Professor Kramps so that you will continue to receive the necessary information while the problem is resolved.

## **Media Services**

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All production equipment is available at Media Services on the 3<sup>rd</sup> floor of McMaster bldg.

[https://www.sc.edu/study/colleges\\_schools/artsandsciences/visual\\_art\\_and\\_design/my\\_svad/for\\_students/media\\_services/index.php](https://www.sc.edu/study/colleges_schools/artsandsciences/visual_art_and_design/my_svad/for_students/media_services/index.php)

Equipment can and should be reserved up to 1 week in advance of needed use. As there is a limited amount of equipment, students are encouraged to reserve the tools and complete the accompanying assignment in advance of the deadline week.

Please familiarize yourself with Media Services policies and available hours. All Media Arts labs on the 3<sup>rd</sup> floor of McMaster are open during Media Services open hours. If a door to a lab is locked please see the Media Services worker to let you in.

Media Services reservation and equipment use procedures and policies will apply to this course. Please make certain you are registered with Media Services and that you read and understand all the pertinent rules and regulations. Become familiar with check out times and return times for the equipment.

Students are responsible for any damage to equipment or facilities beyond reasonable wear and tear. This includes theft of equipment in the student's custody. In cases of breakage, theft or other losses the student will be billed by Media Services for actual replacement or repair costs. Equipment should never be passed from one individual or crew to another individual or crew without first being checked through Media Services. The student who originally signed out the equipment is liable for any damage or losses.

### **Late Work/Missed Quizzes**

Access to weekly quizzes will close after the due date for the week passes. There will be a Make-Up Week mid-way through the semester when students can make up missing quizzes with a grade reduction.

Projects will be accepted late for emergencies or unusual circumstances. Individual arrangements must be made with the instructor to submit late work.

## **Grading Production Assignments**

Grading will be based on technical success and completion of all assigned elements. The grading rubric will be included with each assignment. We will view all of your creative work in class so that students can get feedback to improve their next project.

## **Attendance**

Attendance will be taken at every class meeting. Students are expected to attend class regularly, with an attendance of at least 90%, according to the University's Attendance Policy. Missing more than 25% of classes results in a grade of F for the course.

Students who miss class for excused absences may request extensions for quizzes and tests. If the absence is planned, please arrange extensions prior to the absence.

## **Graded Elements**

Weekly Quizzes - Combined	15%
Unit Test #1	10%
Unit Test #2	10%
Final Exam	20%
Project #1	15%
Project #2	15%
Project #3	15%
Final Grade	100%

## **Final Grading Scale –**

Letter	Points
A	90% – 100%
B+	86% – 89%
B	80% – 85%
C+	76% – 79%
C	70% – 75%

D+	66% – 69%
D	60% – 65%
F	0% – 59%

## **Disability Services**

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Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, contact the Office of Student Disability Services: 777-6142, TDD 777-6744, email [sadrc@mailbox.sc.edu](mailto:sadrc@mailbox.sc.edu), or stop by Close-Hipp, Suite 102. All accommodations must be approved through the Office of Student Disability Services.

## **Academic Integrity**

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Every student has a role in maintaining the academic reputation of the University. Students are to refrain from engaging in plagiarism, cheating, falsifying their work, and/or assisting other students in violating the Honor Code.

Two important components of the Honor Code are:

- Faculty members are required to report potential violations of the honor Code to the Office of Academic Integrity.
- When a student is uncertain as to whether conduct would violate the Honor Code it is the responsibility of the student to seek clarification from the appropriate faculty member.

To Clarify your understanding of the Honor Code, use these resources:

- Academic Integrity Tutorial ([sc.edu/academicintegrity](http://sc.edu/academicintegrity))
- Student Success Center

([sc.edu/success](http://sc.edu/success))

- The Writing Center ([https://sc.edu/study/colleges\\_schools/artsandsciences/english\\_language\\_and\\_literature/beyond\\_classroom/writing\\_center/our\\_services/index.php](https://sc.edu/study/colleges_schools/artsandsciences/english_language_and_literature/beyond_classroom/writing_center/our_services/index.php))
- University Libraries ([guides.library.sc.edu/citation](http://guides.library.sc.edu/citation))

Your enrollment in this class signifies your willingness to accept these responsibilities and uphold the Honor Code of the University of South Carolina. Any deviation from this expectation can result in a grade of 0 for the project, quiz or test in question. And a referral to the Office of Academic Integrity.

## **Final Disclosure: Syllabus and Calendar**

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The full calendar with due dates will be on Blackboard in the section marked "Course Calendar." The calendar and the syllabus are subject to change. Changes will be communicated in class, and will always be on Blackboard. You are responsible, through attendance and attention, for your own awareness of changes to the syllabus or calendar.