

Foundations of Media Arts

Mondays & Wednesdays - 12:30-1:50 pm - RTFP 184

**Email:**

tanya.zuk@unt.edu



Drop-In Hours:

Mondays 9-11

Wednesdays 2-5



Office: RTFP 266

Course Description

This course will introduce students to the field of media arts, with a focus on radio, film, television, and digital media, including podcasting, video games and social media. The course will offer an overview of basic skills and knowledge related to media production, history, and criticism. Students will cultivate their media literacy through opportunities to study and write about media at the university level.



DR. TANYA D. ZUK

My research focuses on new media and collaborative storytelling, with a particular emphasis on LGBTQ+ co-authorship in indie transmedia narratives. I also do work with gothic genre, video games, television studies, and fan studies.

I'm a giant geek and that reflects in my teaching and in my research. I've presented my work at Comic Con San Diego, WonderCon, DragonCon, and AnimeBoston. I'm an editor for *Transformative Works & Cultures*.

Course Objectives

By the end of this course, every student should be able to:

- Explain key terms, practices and concepts of media arts
- Identify prominent innovations and individuals in media history
- Demonstrate media literacy through analyzing the form and content of a media text
- Develop evaluative and interpretive arguments about media texts

Course Materials

This course uses a variety of texts including two textbooks, academic and popular press articles, movies, episodes of TV, ads, podcasts, and video games.

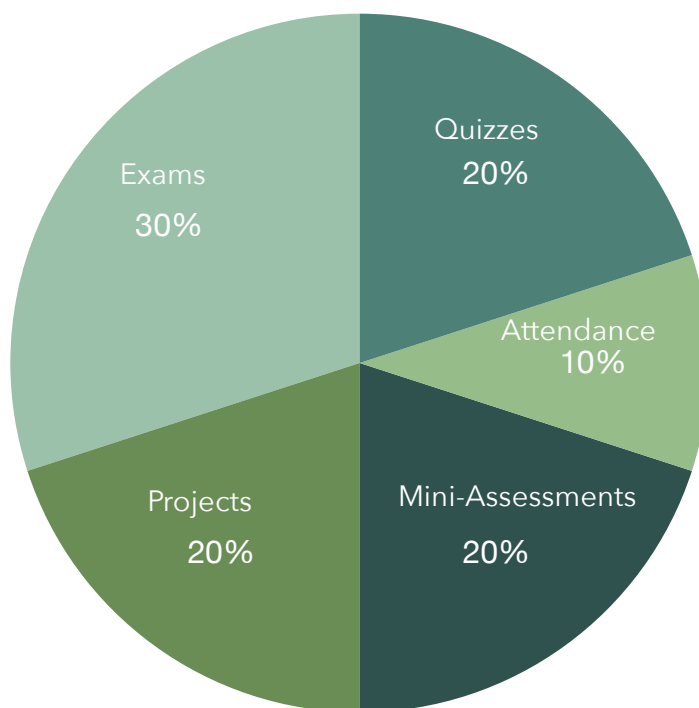
- *Moving Pictures* by Russell Sharman.
 - Suggest reading it online to take advantage of the embedded videos. Scroll to see ToC.
- *Media, Society, Culture & You* by Mark Poepsel
 - Suggest reading it online to take advantage of URL links.
- Additional materials are available on Canvas.

I strive to make my classes as financially accessible as possible. So all of the required texts are free to you including the *Motion Pictures* and the *Media, Society, Culture & You* books. ***However, there may be occasions where you need to rent a film for class.***



Course Requirements

Attendance	10%
Mini-Assessments	20%
Reading Quizzes	20%
Projects	20%
Exams	30%





REVISE & RESUBMIT

I have a long-standing, open, revise and resubmit policy for all my classes. I firmly believe that students are more likely to review and use feedback if they can apply it immediately. Therefore, you can revise assignments during the semester using the feedback provided and resubmit for an improved grade.

You can revise all projects, essays, and mini-assessments (assuming that they are turned in on time). No quizzes or exams. You can only revise each assignment once.

To complete the revise/resubmit, just re-submit the assignment in its original dropbox. If it's not open, please email me. Last call for revise & resubmit is our last class session.

Mini-Assessments

During the course of the semester there will be multiple opportunities to complete in-class or hands-on activities that relate to class. These assignments are intended to encourage you to practice media skills and range from keeping a media log for a week, taking photos, or short in-class writing opportunities. You need to complete at least 6 of these assignments over the course of the semester, but there may be more than 6 opportunities.

60-Sec Doc

You'll put together a 60-90 second doc that discusses an alternative media history topic of your choice. It needs to be factually correct, include your narration (at least 45-sec) and a 20-35 second clip from a historical media source. Suggested topics include bio-docs on under recognized filmmakers, history-making media texts including video games, TV shows, and films, or regional filmmaking.

Other Projects

Twice over the semester you will be asked to create as a group a piece of media and reflect on the creation process. One of these assignments will be around designing the premise of a game and the other will be working with network branding and TV pitches. You will have a group portion and an individual portion of the assignment to submit for grading.

Quizzes & Exams

All quizzes and exams are open-note, open-book, and online. Questions are multiple choice, matching, fill-in-the-blank, ordering, and short answer. Questions cover readings, lectures, and assigned media texts. **Exams are NOT cumulative.** Questions are randomly assigned from a repository. *There will be at least one essay in each exam.*

Course Policies

It is in the best interests of you as an individual and us as a classroom to create a positive, inclusive, classroom environment. One of the greatest challenges as an instructor is to provide an engaging, entertaining, and intellectual classroom experience. I need your collaboration to create the best educational experience for all involved. By participating in class discussion, being respectful of others opinions, and preparing for class we can all work together to create a creative and dynamic experience on and off screen.

Accommodation Statement

I endeavor to make this class accessible to every student and will do my best to make this class fit your needs. If you need special arrangements for a documented disability, please contact the **Office of Disability Access**. If you would like to share pertinent medical information, request special arrangements for class seating, or need special assistance in the event of a building evacuation, please contact me in the first week of class. I am happy to alter content formats and provide multiple points of access to course materials.

Basic Needs & Security Statement

Any student who faces challenges securing their food or housing and believes this may affect their performance in this course is urged to contact the **Dean of Students** for support. For immediate food assistance, visit **UNT Food Pantry**. For emergency housing needs, visit here or **Cloud 9 Charities**. There are additional **Wellbeing and Safety Services** through Student Affairs. If you are comfortable, please let me know what is going on. I am ready and able to make course accommodations based on your circumstances, and assist in providing resources.

RESOURCES

UNT Writing Center

There are several small papers, as well as a final project required in this class. You may find over the course of the semester, that you want help revising your work. You can sign-up for a session at: **<https://writingcenter.unt.edu>**. I've used writing assistance throughout my academic career. No one gets citations or grammar naturally. Use every resource at your disposal!

Media Library

The **Media Library** contains the UNT Libraries' non-print, audiovisual, tabletop games, and video games collections. The Media Library also has **The Nest**, which is an e-sports and game design space. The mission of the UNT Media Library is to support the instructional and **research needs** of UNT faculty, staff, and students by collecting, maintaining, and providing access to media materials that represent all academic disciplines and all genres of film.

#Adulting

UNT offers a variety of seminars, resources, and support services to help you figure out the requirements of life outside of school. The **#Adulting** program includes money management, career prep, managing medical insurance, mental health support, info on the shuttle and parking, and even emergency assistance like late night e-ride program.

Instructor Availability & Response Time

I will be available for drop-in hours on Mondays 9-12 noon and Tuesdays 3-5 pm where you we can talk face-to-face or virtually via Zoom. You can make in-person appointments with me by following [this link](#) or Friday virtual only appointments [here](#). Please send emails directly or through Canvas. **Make sure to include your section info.** I will generally provide a response within 24 hours.

Attendance Policy

This class meets twice a week. I expect that you will attend class regularly and be prepared for each class session having reviewed assigned materials. That being said, life happens, and I provide 3 unexcused absences for you to use throughout the semester as you need. Use them wisely. Additional absences will affect your overall grade.

Late Policy

All assignments must be submitted through the appropriate Canvas tool by 11:59 PM CST on the specified due date. Refer to the Assignment Guidelines and/or Rubrics for specific details on completing the assignments in this course. *It is better to turn something in and use the revise and resubmit policy than it is to turn something in late or not at all.*

Appeals

If you wish to appeal a grade: within a week of getting your assignment back you must hand in, along with the assignment you want re-graded, a typed one page paper explaining why you believe your grade was incorrect and should be regraded. I will respond in writing within a week. Please note, that re-grading does NOT guarantee a better grade.

Academic Integrity Policy

Please note that by staying in this class you are agreeing to abide by all the standards of academic integrity as found in the [Honor Code](#). Please review the policies on AI generated content as developed by the Media Arts department in Canvas. Additionally, you agree to hold to the legal and professional standards set within the media industries in regard to credits.

Subject to Change Statement

The instructor reserves the right to modify the course requirements and other related policies as circumstances may dictate, and with sufficient notification to all students. Even the professor can have an unanticipated emergency, and the university—or the community at large—may experience an emergency that requires changing the class schedule or requirements. I don't expect to invoke this clause, but if I do, you will be notified as soon as possible. Any change will also be posted to Canvas.

Course Schedule

All readings and screenings are to be completed for class the day it is assigned.

MP= *Moving Pictures*, MSCY=*Media, Society, Culture & You*, MA=Mini-Assessment

Monday	Wednesday
Module 1: Media History	
Week 1 Intro to Class (8/18) <ul style="list-style-type: none"> Read the Syllabus! MA: Getting to Know You Survey 	Early Film History (8/20) <ul style="list-style-type: none"> MP: Ch 1, "A Brief History of Cinema" Start of chapter to 'Cinema Goes Hollywood' MA: Epic Rap Battle
Week 2 Studio System (8/25) <ul style="list-style-type: none"> MP: Ch 1, "A Brief History of Cinema" Cinema 'Goes Hollywood' section <i>Singing in the Rain</i> (Donan, 1952) 	New Waves & Beyond (8/27) <ul style="list-style-type: none"> MP: Ch 1, "A Brief History of Cinema" 'Big Media & Global Entertainment' to end Quiz
Week 3 NO CLASS: LABOR DAY (9/1)	Women in Film History (9/3) <ul style="list-style-type: none"> MP: Ch 9, "Women in Cinema" 60-Sec Doc Due
Week 4 Race in Film History (9/8) <ul style="list-style-type: none"> MP: Ch 10, "African Americans in Cinema" Quiz 	TV History Recap (9/10) <ul style="list-style-type: none"> Ch 5, "Television through Time"
Week 5 Reality TV & Formats (9/15) <ul style="list-style-type: none"> Murray, "I think we need a new name for it" Quiz 	Video Game History (9/17) <ul style="list-style-type: none"> "Video Game History" (URL) EXAM 1 Due Sunday
Module 2: Aesthetics & Style	
Week 6 Film Production Design (9/22) <ul style="list-style-type: none"> MP: Ch 3, "Mise-en-Scène" <i>Glass Onion</i> (Johnson, 2022) MA: Location Scouting due Tues 	Other Production Design (9/24) <ul style="list-style-type: none"> Caldwell, "The Terrain" <i>Televisuality</i> Quiz
Week 7 Camerawork (9/29) <ul style="list-style-type: none"> MP: Ch 5, "Cinematography" <i>Moonlight</i> (Jenkins, 2016) MA: Photo Scavenger Hunt 	Camera Movement (10/1) <ul style="list-style-type: none"> MP: Ch 5, "Cinematography" Quiz
Week 8 Editing (10/6) <ul style="list-style-type: none"> MP: Ch 6, "Editing" Class Pick 	Editing (10/8) <ul style="list-style-type: none"> MP: Ch 6, "Editing" Quiz

	Monday	Wednesday
Week 9	Audio Design (10/13) <ul style="list-style-type: none"> • MP: Ch 7, "Sound" • <i>Baby Driver</i> (Wright, 2017) 	Audio Design (10/15) <ul style="list-style-type: none"> • MSCY: Ch 7, "Radio, Podcasting..." • Podcast Class Pick <ul style="list-style-type: none"> • Quiz
Week 10	Film Narrative (10/20) <ul style="list-style-type: none"> • MP: Ch 4, "Narrative" 	Film Notes (10/22) <ul style="list-style-type: none"> • MP: Ch 2, "How to Watch a Movie" • Class Pick <ul style="list-style-type: none"> • EXAM 2 Due Monday

Module 3: Media Industries

Week 11 <i>Hybrid Week</i>	Programming & Pitches WS (10/27) <ul style="list-style-type: none"> • In-Class Groups A-J & 1-10 	Programming & Pitches WS (10/29) <ul style="list-style-type: none"> • In-Class Groups K-T & 11-20
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Online on Your Own: Broadcast Narratives

Newman, "Beats to Arcs"

Lavery, "Long Term Narrative"

Week 12	Overflow (11/3) <ul style="list-style-type: none"> • Programming & Pitches Due 	Transmedia Narrative (11/5) <ul style="list-style-type: none"> • Jenkins, "Transmedia Storytelling" • Class Pick <ul style="list-style-type: none"> • Quiz
Week 13	Advertising (11/10) <ul style="list-style-type: none"> • MSCY: Ch 10, "Advertising, PR, & Propaganda" • MA: Ad Analysis 	Social Media (11/12) <ul style="list-style-type: none"> • MSCY: Ch 2, "Digital Culture & Social Media" • MA: Networks
Week 14 <i>Hybrid Week</i>	Empathy Games WS (11/17) <ul style="list-style-type: none"> • In-Class Groups A-J & 1-10 	Empathy Games WS (11/19) <ul style="list-style-type: none"> • In-Class Groups K-T & 11-20

Online on Your Own: Video Games

Koster, "What Games Are" from *Theory of Fun*

MSCY: Ch 8, "Digital Gaming"

Empathy Games Due Friday by midnight

THANKSGIVING BREAK 11/25-11/28

Week 15	Film Industry (12/1) <ul style="list-style-type: none"> • <i>Crisp, "Intro to Film Distribution"</i> • Quiz 	Audience (12/3) <ul style="list-style-type: none"> • Goetz, Excerpts from <i>Audience-ology</i>
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Final Exam Due midnight on Monday, December 8th!