Art 350
Variable Topics in Studio Art
Media Symposium: Digital Storytelling and Production
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Thursday's 1:00-4:30 PM
Fall 2018
Cabaret/3N – Macaulay Honors College

Office Hours
Ehrenberg (at Lehman College):
Tuesday 12:30-1 and 4:30-6 pm
Non-Lehman students can schedule office hours at Macaulay before or after class

Small (at Macaulay)
Tuesday and Wednesday 11-2pm
Before Class

Course description
ART 350 (3 credits) is a media course to be presented in specific areas not currently covered by existing course offerings. PREREQ: There are no prerequisites for this course. This semester's ART 350 Media Symposium topic will be: Theory of Transmedia Marketing, Storytelling and Media Production.

Overview
Transmedia storytelling uses narrative, interactivity, and a variety of platforms to introduce audiences to brands, institutions, people and ideas. We'll explore the subject in depth and our seminars will focus on key topics in digital content creation (guest speakers will include creative leaders from relevant disciplines). Students will be expected to do research on related topics, participate in all discussions, and write comprehensive responses. In addition to the seminars, hands-on workshops will cover core technical skills related to the creation of digital content. For the final project, students will create an original piece of digital content to promote the CUNY Film Festival along with a roll out plan for the content in at least 3 media platforms.

Learning Objectives
Students will:
- Learn the practices, techniques, history and aesthetic elements of transmedia storytelling and marketing through a series of lectures, demonstrations, assignments, selected readings, writings and critiques
- Build an in depth understanding of branding for corporations, institutions, people and social concerns and articulate the differences of each approach
- Compare and contrast contemporary campaigns with their historical antecedents
- Develop skills in project conceptualization and community building
- Develop storytelling, writing, and presentation skills
- Learn how social media and web sites can be used to tell or enhance a story

- Apply elements of design to the creation of digital content (video, web, apps) and content for print (posters)
- Use tools and materials effectively/develop skills in shooting video, interviewing subjects, editing, and documentary technique
- Select media appropriate to concepts and forms
- Analyze projects within a personal and historical context
- Defend projects through individual and group critiques
- Develop a creative and unconventional approach to step-by-step problem-solving
- Develop the skills to work creatively in a collaborative context

Presentation

Students will give a short presentation on an existing marketing campaign (or related subject) of their choice.

Grading formula

Active participation in class dialogue and critiques (30%)

In class and homework assignments (40%)

Final project (30%)

Attendance policy

Students are expected to attend all classes, arrive on time and stay for the duration of the session. Each unexcused absence will result in a reduction of the final grade by one letter (i.e., a to b, b+ to c+, etc.). Two instances of lateness or leaving class early will count as one unexcused absence. Absences will only be excused with adequate documentation of extenuating circumstances (i.e., doctor's note indicating serious illness, obituary notice indicating death in family, etc.). Students receiving financial aid must be certified as attending classes regularly for continuing eligibility. Please note: the Provost's Office requires that all classes hold finals during the college-wide final exam period.

Policy for missing or late assignments

Turning projects in late is strongly discouraged, and will have a negative effect on project grades unless adequate documentation of extenuating circumstances is provided (see above). It is possible to mitigate this effect by using the extra time to do truly exemplary work. For example, a project that exhibits poor craftsmanship and little understanding of relevant principles will receive a greater penalty for being late than a project that exhibits immaculate craftsmanship and a deep understanding of relevant principles. In either case, the later the project the greater the penalty. Penalties will be assessed by the instructor on a case-by-case basis.

Accommodating Disabilities

Lehman College is committed to providing access to all programs and curricula to all students. Students with disabilities who may need classroom accommodations are encouraged to register with the Office of Student Disability Services. For more information, please contact the Office of Student Disability Services, Shuster Hall, room 238, phone number, 718-960-8441.

The Academic Center for Excellence and the Science Learning Center

The Academic Center for Excellence (ace) and the Science Learning Center (slc) are two of the tutoring centers on campus. The ace provides appointment-based and drop-in tutoring in the humanities, social sciences, and writing, as well as general writing and academic skills workshops. The slc provides drop-in tutoring for natural and computer science courses. To obtain more information about the ace and the slc, please visit their website at http://www.lehman.edu/issp, or please call the ace at 718-960-8175, and the slc at 718-960-7707.

Academic Integrity and Plagiarism policies

Academic Dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension, and expulsion. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise. Plagiarism is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list: Copying another person's actual words without the use of quotation marks and footnotes attributing the words to their source; presenting another person's ideas or theories in your own words without acknowledging the source; using information that is not common knowledge without acknowledging the source; failing to acknowledge collaborators on home-work and laboratory assignments. Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting & pasting" from various sources without proper attribution. cuny's policies on academic dishonesty can be reviewed in greater detail at http://www.lehman.edu/lehman/about/policies_pdf/CUNYAcademicIntegrityPolicy.pdf

Withdrawal policy

Applications for withdrawal are accepted through the seventh week of each semester. The grade of w, withdrawal without penalty, is awarded only when it is clear that a student has a good and sufficient reason for withdrawing from course and is doing so at a time when he or she is doing passing work in the course. Students desiring to drop a course in their major must obtain a recommendation from the chair or the adviser of the appropriate department program. No faculty member or counselor may withdraw a student from a course.

TEXT BOOK: Transmedia Marketing from film and TV to games and digital media- written by Anne Zeiser

There will be specific reading assignments based on class activity

#1   8/30
      INTRODUCTION to Theory and Production
      Class Expectations and syllabus
      Acquire Adobe Creative Suite
      Transmedia Storytelling Defined
      Survey: who in the class has experience with research, shooting, writing, editing, creating graphics, creating content and graphics for the web

      Assignment: **Premiere**   https://vimeo.com/193114556
                      Premiere   https://vimeo.com/194293573
                      Apple Story   https://www.youtube.com/watch?v=PsjMmAqmblQ&t=6s
                      Apple Ad   https://www.youtube.com/watch?v=2zfqw8nhUwA

#2   9/13
      MEDIA AND MARKETING / EDITING BASICS
      How are things different and similar in communications?
      View our Original Power Point.
      Begin a basic class in editing on Adobe

      Assignment: **Watch***: Century of the Self – part 1*
                      Mad Men: The Story of a Product:
                      https://www.youtube.com/watch?v=suRDUFpsHus

#3   9/30
      EDITING Techniques continued
      How to find and connect with users, buyers, members, donors, etc.
      A discussion on catchy titles and how to analyze information.

      Assignment: Watch *Century of the Self – part 2, 3 and 4*

Create a 2-3 page opinion paper on what is relevant and irrelevant about the theories put forth in this documentary. Give examples of what shaped your opinion. Site products and / or people who support your theory.

SEPT 21 - NO CLASS

#4   9/27
       Review Assignment in Class
       Lecture #1 - TBD

#5   10/4
       THE ONLINE MARKET - JOURNALISM AND CONTENT
       How we market and grow audience, maintain control over content, and serve readers and publishers.
       Contribute to a NML Blog? We'll also discuss the CUNY Film Festival.
       Lecture #2 – Journalism in the age of Social Media

#6   10/11
       REVIEW / Work in Class / EDITING

       Edit the footage of the 2017 CUNY Film Festival and create a spot that can include clips, graphics, music and voiceover. We'll also go over the final project preparations and look ahead to how the CUNY Film Festival will tie into the work we are doing in class.

#7   10/18
       PRODUCT MARKETING
       How do companies/institutions/individuals (Pokémon, Taylor Swift, etc.) place their brands on products and websites? How can this impact extend beyond the financial realm? What is the role of community building in this context? What role do "fans" and "supporters" play? What is the danger of overexposure for a brand? How do different cultures react differently to a campaign? How are the deals structured? How does social media use, advertise and support these products?

       Lecture #3 - Global Brands VP Janice Brown
       Assignment: *What are the differences between marketing a product, a person or a lifestyle? How would you go about putting a campaign together for a musician, an invention or an online magazine? Create a 2-3 page paper.*

#8   10/25
       GRAPHICS AND HEADINGS
       How we get the public's attention amongst the "noise" online.
       A discussion on catchy titles and are you "lying" to people?

       Use of Photoshop
       Lecture #4 - Visit from Todd Rutt from HBO

#9   11/1
       FINAL CLASS PROJECT REVIEW

#10   11/8
       ANALYTICS
       How to create, focus and use the analytic data to advance your story

       Lecture #5 – Analytics TBD

#11   11/15
       Possible Off-Site TBD

NO CLASS NOV 22 – No Class "Thanksgiving"

#12   11/29
       Work in Class

#13   12/06
       Work in Class

#14   12/13
       Final Presentations

#15   12/20
       Final Presentations