

IML 140: Workshop in Multimedia Authoring Social Media and Remix Culture

Professor: Vicki Callahan, Ph.D.

Wednesday, 4:00-6:00 pm

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Office hours: (Wednesday 2-4 and by appointment)

2 units

Room: SCI L105

Course Description

In the digital age one might argue that the language of remix shapes all aspects of our culture, from music, to still and moving images, to text and even speech. The goals of remix range from homage to critique, but at the root is a desire to share knowledge with a community having related interests. IML 140's *Social Media and Remix Culture* focuses on developing a variety of multimedia authoring skills (e.g., editing, sound design, image/text collage), which will be used to create "mash-ups" in several formats. Students will also learn the diverse tools and techniques available for social media/networking (e.g., blogging, twitter, wikis), which will be in turn used to build connections and communities to share their work.

IML 140 introduces multimedia as a critical and creative tool that enhances traditional forms of academic work. At Media Arts + Practice (MAP) we believe that the history and theory of new media are best understood through the development of practical skills in multimedia authoring side by side with critical inquiry. You should expect our class and your work time to be devoted equally to developing your critical and creative skills. Students will learn basic skills in multimedia authoring/networking and complete the course having acquired proficiency in several core, media-based literacies, including the research and design of digital projects, argumentation and expression for specific media platforms, and networking skills for the wired world.

Required Readings:

- Raymond Queneau, *Exercises in Style* (translation Barbara Wright), New Directions, 1981.
- Scott McCloud, *Understanding Comics: The Invisible Art*, Harpers, 1993.
- All other required readings available on course wiki



Grading Breakdown

Project #1: Social Media Remix (Group Project)	15%
Project #2: Photo/Text Remix	15%
Project #3: Audio Remix	15%
Project #4: Video Remix	15%
Seminar Participation (Responses to Readings & Class Discussion)	15%
Peer Reviews	15%
Final Reflection: Remix as Cultural/Critical Form and Practice	10%

Extra Credit: You can earn up to 10 points extra credit over the semester via attending IML events (up to 2 points per event) and writing a short review (minimum 250 words) that is informed by the concepts we examine in class.

Hands-on Lab Component

All classes at the IML integrate multimedia authoring and theory. We will spend approximately half of our time in intensive discussion, and the other half learning while doing as we employ the applications and platforms under discussion.

Please Note Online, In-Class Etiquette: It is very important that our class time is quality time and that we can work as a focused collaborative unit while often working online as part of our class. Therefore do not use any online time in class for personal communication not related to class – no messaging, mail, Facebook updates, cell phones etc. If for some reason you feel some urgent need to do this or have an emergency message (this includes calls), please step out of the classroom. Also, please note on some occasions with guest speakers or other presentations, we may ask that you close your laptops so that everyone participates equally in the discussion.

COURSE POLICIES

Statement on Fair Use: Fair use is a legal principle that defines certain limitations on the exclusive rights of copyright holders. MAP seeks to apply a reasonable working definition of fair use that will enable students and instructors to develop multimedia projects without seeking authorization for non-commercial, educational uses. Four factors should be considered when determining whether a use is fair: (1) the purpose and character of use, (2) the nature of the copyrighted work, (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and (4) the effect of the use upon the potential market for or value of the copyrighted work. In general, we regard the reproduction of copyrighted works for the purposes of analysis or critique in this class to be covered by the principle of fair use.

Citation Guidelines: All projects will need to include academically appropriate citations in the form of a References section, which covers all sources, in order to receive a passing grade. The References area is either included in the project or as a separate document, as appropriate to your project. We will be following the KAIROS style guide for citation purposes in this class [<http://www.technorhetoric.net/styleguide.html>]. Kairos uses a modified APA format, whose general guidelines and many specific examples you can find here: <http://owl.english.purdue.edu/owl/resource/560/01/>

Statement on Academic Integrity: USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: <http://scampus.usc.edu/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>.

Statement for Students with Disabilities: Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday.

Emergency Plan: In the event of an emergency, all attempts will be made to continue MAP courses as usual. If we cannot meet synchronously, we will continue with our asynchronous work. In addition, all course materials are backed up on a secondary site (usually Blackboard) in the event that the primary wiki site should go down.