

**IML 104**  
**Introduction to Digital Studies**

Spring 2014  
2 units  
SCI L104

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Office Hours TBA

**COURSE DESCRIPTION**

From the printing press to the personal computer, developments in media technologies have fundamentally transformed the ways we perceive, think and communicate. This course investigates the close interrelationships among technology, culture and communication in order to form a solid foundation for scholarly multimedia authoring. We will proceed from the assumption that theories of “old media” can significantly inform our understanding of “new media” and provide insight into the affordances of contemporary technologies. In addition, we will examine several genres of multimedia scholarship, with the goal of being able to deploy them strategically in a variety of academic contexts.

This foundational course combines theory and practice such that you can begin to think through media, rather than outside it. We will engage in extensive online discussions of the reading assignments. There will be several projects that will help reinforce the theory we confront. The workload is difficult, but this should be among the most valuable courses you will take.

**REQUIRED MATERIALS**

- Ron Burnett, *How Images Think*  
Available on Amazon and USC Bookstore (subject to availability), by Week 3.
- Individual external hard drive  
Size and price can vary (see “SCA Approved and Supported Hard Drives on Student Resources wiki)

Additional readings are available as electronic reserves in the USC library.

**ASSIGNMENTS**

Attend all classes and be prepared to speak critically about your work, your classmate’s work, and ongoing dialogues in new media, other disciplines, and critical subjects that interest you. During critiques we will view/read/discuss work produced for the class and in-class engagement is particularly emphasized. Grading will be based on weekly assignments, projects, and participation:

- **Image Assignment (due Week 5)** 20%
- **Remix Assignment (due Week 9)** 20%
- **Interactive 1 (due Week 12)** 10%
- **Interactive 2 (due Week 15)** 10%
- **Responses, Comments and Peer Reviews** 20%

- **Final Presentation and Self-Assessment** 10%
- **Participation in Class Discussions** 10%

## **POLICIES**

### **Fair Use**

Fair use is a legal principle that defines certain limitations on the exclusive rights of copyright holders. The MAP program 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. In keeping with section 107 of the Copyright Act we recognize four factors that 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 Works Cited section, which covers all sources, in order to receive a passing grade. The Works Cited is either included in the project or as a separate document, as appropriate to your project. The style we use is APA 5th edition and you may refer to these guidelines: <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://www.usc.edu/dept/publications/SCAMPUS/gov/>. 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 that classes cannot convene at the university, all IML courses will continue via distance education. Specifically, the IML portal and course wikis will be deployed to enable faculty-student interaction (asynchronously and also via virtual office hours), complete syllabi, course readings and assignments, software tutorials, project assets, parameters and upload instructions, peer review processes and open source alternatives to professional-level software used in the IML curriculum. Further details are available on the course wiki.

### **Disruptive Student Behavior**

Behavior that persistently or grossly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students' ability to learn and an instructor's ability to teach. A student responsible for disruptive behavior may be required to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Judicial Affairs for disciplinary action.

## WEEKLY SCHEDULE

The following weekly schedule is subject to change. Please consult the course wiki for the most current information, assignments and due dates.

### **Week 1**

Course Overview ~ Syllabus ~ WIKI ~ Introductions ~ John Berger, *Ways of Seeing*, Episode 1

### **Week 2**

Introduction Image Review ~ Roland Barthes' Studium/Punctum ~ HIT Introduction Discussion ~ *Ways of Seeing*, Episode 1 (cont.) ~ Image Assignment Prompt  
TUTORIAL: Photoshop, part 1

### **Week 3**

Discuss HIT, Chapter 1 ~ Review Image Assignment Examples & Project Ideas ~ *Ways of Seeing*, Episode 2  
TUTORIAL: Photoshop, part 2

### **Week 4**

Discuss HIT, Chapter 2 ~ *Ways of Seeing*, Episode 2 (cont.)

### **Week 5 – IMAGE ASSIGNMENT DUE.**

Presentation & Discussion of Image Assignments

### **Week 6**

Discussion of "The Rhetoric of Remix" ~ Remix Project Assignment Prompt ~ Review Remix Assignment Examples  
TUTORIAL: Adobe Premiere, Snapz, Compressor ~ part 1

### **Week 7**

TUTORIAL: Adobe Premiere, Snapz, Compressor ~ Part 2 ~ In-Class Work Time

### **Week 8**

TUTORIAL: Adobe Premiere, Snapz, Compressor, part 3 ~ In-Class Work Time

### **Week 9 – REMIX ASSIGNMENT DUE.**

Presentation & Discussion of Remix Assignments

### **Week 10**

Complete Remix Assignment Discussion ~ Discuss HIT, Chapter 4 ~ Interactive 1 Assignment Prompt  
TUTORIAL: Interactive Software, part 1

**Week 11**

Discuss HIT, Chapter 5 ~ Discuss Interactive 1 project ideas  
TUTORIAL: Interactive Software, part 2

**Week 12 – INTERACTIVE 1 ASSIGNMENT DUE.**

Presentation & Discussion of Interactive 1 Assignment ~ Interactive 2 Assignment Prompt

**Week 13**

Oral Exam: Interactive Binaries ~Tutorial Review: Interactive Software, part 3 ~ In-Class Work Time

**Week 14**

Presentation of Binary Maps ~ In-Class Work Time

**Week 15 – INTERACTIVE 2 ASSIGNMENT DUE.**

Presentation & Discussion of Interactive 2 Assignment

**FINAL EXAMINATION**

PRESENTATIONS & FINAL PORTFOLIO SUBMISSIONS