

**THTR 467: Going Viral: Performance
for New Media**

2018 Fall Semester

Units: 2 Units

Days: Mondays, Wednesdays

Time: 2pm - 3:50pm

Location: MCC 112

Instructor: RODNEY TO

Office: MCC Adjunct

Office Hours: by Appointment

Contact: rodneyto@usc.edu / (917) 445-1040 (cell)

Course Description (from the USC Course Catalogue)

A writing, performance, & development course (partially online) where students will gain fundamental understanding of all areas of self-created film & digital content, & its various mediums & platforms.

Learning Objectives / Course Notes

The current global climate has fully saturated itself in the Digital Age - there is no turning back. Consequently, the Entertainment Industry necessitates that it, too, entrench itself in Digital/Web technology & content. It is no longer possible to remain relevant, competitive, or creative without a thorough understanding of Digital Media and self-generated content creation. Through research, video exercises, writing exercises, analysis, and performance assignments, students will gain practical knowledge in all areas of web/platform/social media in order to properly develop their own content.

Since this course is both practically and artistically based, grading will focus on quantitative and qualitative aspects of the curriculum and assignments; proficiency of course concepts, critical thinking, assignments, class participation, collaboration, deadlines, attendance, and of course, the final project.

Technological Proficiency and Hardware/Software Required

Students will need internet access as well as access to a working digital camera. Mobile phones or tablets are desirable for easy mobility and access (*see MOBILE DEVICES' POLICY under "Additional Policies"*). Basic editing software (ie iMovie, Movie Maker, etc.), access to basic sound and lighting equipment may also be useful, but *not* required.

Required Readings and Supplementary Materials

Since much of what we will be doing will be digitally based, coursework and assigned reading will be conferred throughout the semester.

DESCRIPTION OF GRADING CRITERIA AND ASSESSMENT OF ASSIGNMENTS

*****SUBJECT TO CHANGE AS NEEDED. WILL NOTIFY OF ALL CHANGES*****

Grading Breakdown

- Weekly video assignments: 5pts x 15 weeks = **75pts*****
 - Final video project: **15pts**
 - Social Media participation: **5pts*** (*see Social Media posting breakdown below*)
 - Class participation: **5pts †** (*see Participation breakdown below*)
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Total: 100 points

*** Generally, there will be 2 assignments each week; one assigned after Monday's class, one on Wednesday. The purpose is to encourage diligent content creation. For Monday assignments, the maximum score will be 2pts. For Wednesday assignments, the maximum score will be 3pts. Therefore the highest total sum for weekly assignments in this case is 5pts. For weeks where there is one assignment given, the total score for that assignment will be 5pts. As aforementioned, grading will be based on clarity of concepts and execution. Deductions will be made accordingly.

***Social Media posting breakdown:**

- * 5pts warrants *approximately 75%* (of the semester, including weekends) daily social media interaction/posting of videos, pics, stories, chat, etc.
- * 4pts warrants *approximately 50%* (of the semester, including weekends) daily social media interaction/posting of videos, pics, stories, chat, etc.
- * 3pts warrants *approximately 25%* (of the semester, including weekends) daily social media interaction/posting of videos, pics, stories, chat, etc.
- * 2pts warrants *approximately 10%* (of the semester, including weekends) daily social media interaction/posting of videos, pics, stories, chat, etc.
- * 1pt warrants *approximately 5% or below* (of the semester, including weekends) daily social media interaction/posting of videos, pics, stories, chat, etc.

† Participation Breakdown:

- † 5pts EXCELLENT participation. Demonstrates active, everyday engagement. Shows willingness & enthusiasm in discussions, class activity, and collaborations
- † 4pts GOOD participation. Frequent active participation. Engaged, willing semi-regular participation in discussions, class activity, and collaborations
- † 3pts AVERAGE participation. Semi-regular, but active participation in discussions, class activity, and collaborations

† 2pts BELOW AVERAGE participation. Infrequent participation. Predominately passive and rarely demonstrates willingness to contribute to discussions, class activity, and collaborations

† 1pt POOR/INSUFFICIENT participation. Does not participate willingly. Extremely passive and lacks enthusiasm. Poor, if any, contribution to discussions, class activity, and collaborations

Further Participation Notes:

All aspects of Digital Media, Filmmaking, and content creation are nothing short of a fully collaborative, immersive process. I cannot emphasize enough how much (more) you will learn by listening to, working with, and supporting your fellow classmates. Therefore daily participation and active engagement in class (discussions, classwork, etc.) is essential and *will* factor into your final grade. Therefore no absences or late arrivals will be allowed. *Participation is weighted at no more than 15% as per University Guidelines.*

Grading Scale

Course final grades will be determined using the following scale:

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Further Grading Notes:

- When the GPA falls between two grades, the final grade will be weighted toward the positive end of the scale for students with excellent in-class participation. Grades will be weighted towards the negative end of the scale for those with poor in-class participation.
- I am available to discuss work and progress at anytime. This is important to me. I encourage you to open a dialogue with me at any point during (and after) the semester.

Assignment Submission Policy

Most of the required assignments will be emailed to the instructor, uploaded to media, posted on class' *private* Facebook page, or as otherwise instructed.

Late Submission Policy

Assignments are expected to be completed by the due date & time. Grades on late assignments will be deducted appropriately. I reserve the right to not accept late assignments at my discretion.

Additional Policies

Social Media Accounts

All students should have some Social Media accounts (Facebook, Instagram, and YouTube accounts preferable / Twitter, SnapChat optional). All items posted shall be posted with the hashtag #GV18SDA

In-class Mobile Phone & Tablet Policy:

This is tricky because clearly this course is dependent on content that students will be creating, learning, and editing from personal devices. That said, while in class, all devices are solely for those purposes ONLY. Any intentional use of your devices for non-class purposes (such as texting, emailing, viewing of non-class related materials, etc.) will negatively reflect your participation grade. ***I pride myself in treating all students like professionals-in-training. It's important that you begin your journey to becoming professionals by behaving as such throughout this course which, at the very least, begins with proper, respectful usage of your devices in class***

Course Schedule: A Weekly Breakdown

*****SUBJECT TO CHANGE AS NEEDED. WILL NOTIFY OF ALL CHANGES*****

	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1			
8/20	Intro to course. "Intro to Digital Media" / Why?	Begin personal intro/ story on platform	
8/22	Introduction to Storytelling	Continue personal intro/ story	DUE 8/26
Week 2			
8/27	Storytelling / POV / Themes	1-2min thematic vid	DUE 8/28
8/29	Creativity in Media	3 min "Passion" vid	DUE 9/2

Week 3			
9/3	LABOR	DAY	NO CLASSES
9/5	Continue Storytelling/ Specificity	Facts questionnaire	DUE by 12midnight on 9/9. Emailed to Rodney
Week 4			
9/10	Demonstration videos & specificity	1-2min demonstration video	DUE 9/11
9/12	Styles: Testimonial/ Interview	3min Interview Vid	DUE 9/16
Week 5			
9/17	Interview Analysis	(surprise interview assignment TBA)	DUE 9/18
9/19	Intro to Formal Script Writing	Short Script	DUE 9/25 (hardcopy required)
Week 6			
9/24	Table read scripts & Analysis	Read scripts	DUE 9/26
9/26	Pitching content: Oral & Written	Written pitch report on previous assignment	DUE 9/30
Week 7			
10/1	Branding & Platforms	(Platform research)	DUE 10/3
10/3	(TBA - Possible Guest Lecturer)		

Week 8			
10/8	Viral Video discussion	Viral video analysis on video of your choosing	DUE 10/9
10/10	Collab projects begin	Brainstorm to pitch report	DUE 10/14
Week 9			
10/15	Guest lecturer: Elements of Film	Shot list	DUE 10/17 (hardcopy)
10/17	Continue shot list discussion	2 person coverage vid	DUE 10/21
Week 10			
10/22	Critical Analysis	Partner-up / Brainstorm #1	
10/24	Partner pitches	Shoot partner project #1	DUE 10/28
Week 11			
10/29	Critical Analysis	Partner-up / Brainstorm #2	
10/31	Partner Pitches	Shoot partner project #2	DUE 11/4
Week 12			
11/5	Critical Analysis	Partner-up / Brainstorm #3	
11/7	Partner Pitches	Shoot partner project #3	DUE 11/11

Week 13			
11/12	<i>(Possible Field Trip)</i>		
11/14	Discuss Final Projects	Final Project research & pitch	DUE 11/18
Week 14			
11/19	Research analysis / Sizzle Reels	30sec sizzle reel	DUE BY NOON 11/26!!!!!!
11/21	THANKSGIVING	BREAK	NO CLASSES
Week 15			
11/26	<ul style="list-style-type: none"> • Financing & Fundraising • Final project check-ins 	Continue to work on Final Project	
11/28	FINAL CHECK-INS	Continue to work on Final Projects	
FINALS WEEK			
12/5	FINALS	WEEK	!!!!!!!

*****YOUR FINAL PROJECTS WILL BE SCREENED ON FRIDAY, DECEMBER 7 from 2PM-4PM LOCATION TBA******

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism - presenting someone else's ideas as your own, either verbatim or recast in your own words - is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" <https://policy.usc.edu/student/scampus/part-b>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the *Office of Equity and Diversity/Title IX Office* <http://equity.usc.edu> and/or to the *Department of Public Safety* <http://dps.usc.edu>. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://ali.usc.edu>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.