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USC School
of Cinematic Arts

IML 535: TACTICAL MEDIA

Spring, 2020 | Wednesdays, 1-3:50PM, SCI L105
Professor: Virginia Kuhn, PhD
Prerequisites: Graduate student standing
Office: SCI 101N Office hours: TBD
Class Moodle site: https://moodle.sca.usc.edu/

Course Description: IML 535 Tactical Media centers on the use of media forms and platforms for social change and activism, using emergent hardware and software, in addition to more conventional tools. In a media conglomerated and media inundated society, how do we navigate the possibilities for individual and collective action?

We will combine screenings and reading discussions with hands-on work and workshops focused on creative misuse and culture hacking. This semester we will begin with a conceptual foundation and employ several small freeware apps against their intended purpose, before working with experimental media using the resources in the SCA FabLab and potentially other MA+P labs. Participants will also work on a semi-public project at midterm, before launching their own final project, customized to suit their interests and needs.

Grading Breakdown:
20% Intrographics and small weekly exercises and reading responses
25% Project One: 3 Dimensionality
15% Interim midterm project: choice of several semi-public endeavors
30% Final Project: Customizing the Hack
10% Peer review (informal and structured)

Texts: Available at the USC bookstore or online.
+ *Tactical Media*, Rita Raley
+ Automating Inequality, Virginia Eubanks

Other readings, screenings and podcasts provided via the course wiki and may include:
+ *How to do Nothing: Resisting the Attention Economy*, Jenny Odell
+ *Trick Mirror: Reflections on Self-Delusion*, Jia Tolentino
+ A Manifesto for Critical Media, Eric Faden
+ Synchronic Simulacinematics: The Live Performance, Sarah Atkinson
+ Against Creativity, Alison Hills and Andrew Bird
+ *Selections from Future Texts: Subversive Performance and Feminist Bodies*
+ *Web 3.0 Oh: The Virtual is the Real,* The YouTube Gaze: Permission to Create?, Remix in

the Age of Trump(Kuhn)
+ *Hypernormalisation, The Century of the Self, All Watched Over By Machines of Loving Grace, Adam Curtis*
+ *Reassemblage and/or Sir Name Viet, Given Name Nam, Trinh T. Minh-ha*
+ *The Afrofuturist Manifesto*
+ *The Congress, Ari Folman*
+ *Under the Skin podcast, selections*

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Citation Guidelines: All projects 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 section 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. *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.