

**Prof. C. Guertin**

**Office: eCreate Lab PH 311**

**Office Hours: MW 4:00 to 6:00**

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**Spring 2009**

**PH 310**

**MW 2:30 to 3:50 pm**

**Website: <https://mavspace.uta.edu/guertin/creative/>**



**English 3374: Writing, Rhetoric and Multimedia Authoring I**

**English 4330: Creative Multimedia**

Serving as an introduction to the theory and practice of multimedia authoring, this course will explore the logic native to digital spaces. Focusing on the special significance of how the ‘visual’ produces a rhetoric, we will apply those theories to create our own born-digital works in the iLife suite of software (iPhoto, GarageBand, iMovie and iDVD), Photoshop Elements, and iStopMotion. Over the course of the semester, we will study a range of visual texts (ebooks, websites, hypertexts, DVDs, computer games) as well as more traditional approaches to visual culture (photography, film, television, comics). We will take stock of a wide range of approaches to the creation and interpretation of visual experience—how we picture text and read images. We will examine the way that visual culture has been historically, culturally, and technologically constructed, and consider how images have changed how we see and relate to each other and the world. In this course you will be analyzing, designing and authoring multimedia texts. Products for this class will be texts reliant on several media, various modes, differing literacies and perhaps even competing logics. We will work with multiple kinds of texts and you will produce several works that incorporate varied media, as well as explore some of the most recent theories regarding the challenges to authorship these types of products invoke. Your compositions will culminate in presentations of student works at the end of the course.

What this class will teach you is the process and the rhetorical consequences of authoring in digital environments—from conception to creation to publication to distribution. We will be working with some complex software, but we will be reading and composing in many media that rely on both new and old technologies, and new and old modes of address. We will set out to create primarily born-digital works, but as Marshall McLuhan said ‘the content of one medium is always another medium.’ Each medium carries its own trademark principles and so we will need to address the context behind the design, as well as the relationship between that design and a specific audience. Though we will use digital technologies extensively in class, we will, sadly, only cover the basics in tutorials at each stage. You will need to practice and acquire proficiency in these skills on your own.

We will be reading and discussing the trends in multimedia authorship and theory in order for you to get a better idea of the reality and potential of new media. You will be reading both printed and digital texts, and we will devote class time to applying these theoretical concepts. In addition, cooperative practices, workshopping assignments and facebook conversations will demonstrate how learning and knowledge are collaborative as well as individual activities. All students will demonstrate sensitive responses to and reviews of each other's projects to promote

good multimedia practices and kind behaviour. As you become comfortable with different software, you will see how genre and expectations shape the content of particular media, making your job as an author/designer challenging in the extreme. This knowledge will not only enable you to independently design your own creative works in the future (as art, as job-related material, as ad copy), but will also give you a better understanding of the underlying power of words and images.

### **Course Objectives:**

- Demonstrate an understanding of Web 2.0 and multimedia concepts including usability, interactivity, participation, hypertext, modality, performance, affordance, basic design principles, human-computer interface, cultural interface, etc.
- Demonstrate the ability to design and compose a variety of multimedia works for varied audiences based on 21st century design trends. This will include:
  - working with cameras and editing images (Photoshop Elements & iPhoto)
  - audio recording and podcasting (with GarageBand)
  - stop motion animation (with iStopMotion)
  - storyboarding (using Comic Life Deluxe)
  - digital video (working with iMovie and iDVD)
- Demonstrate basic research abilities and proper documentation procedures by investigating the relationship between new media, culture and design.
- Demonstrate basic collaborative skills through thoughtful peer-reviewing, group projects and electronic conversation.
- Demonstrate the ability to analyze a wide variety of multimedia rhetorics based on concepts such as design, audience, and overall effectiveness through the creation of a series of short, born-digital multimedia works using a variety of different kinds of software.
- Demonstrate an ability to create short multimodal texts (incorporating print, images, animation and sound) that utilize advanced multimedia theory and concepts. Even simple texts that interweave modes can look extremely sophisticated if they are well designed.

**Course Texts:** Anne Frances Wysocki and Dennis A. Lynch. *Compose, Design, Advocate*. Boston: Pearson Longman. 2007. 0-321-11778-6.

**2 GB (or better) memory stick**

**Blank CDs, DVDs**

### **Week by Week:**

**W1, Jan 21:** Introduction to New Media & Visual Communication

“How Obama <em>Really</em> Did It”: <http://www.technologyreview.com/web/21222/?a=f>

Barak Obama, “A More Perfect Union”: <http://uk.youtube.com/watch?v=pWe7wTVbLUU>

iPhoto and Photoshop

**W2, Jan 26-28:** Wysocki & Lynch, “Chpt 9: About Visual Modes of Communication”

AND Chpt 10: “Analyzing Posters”

For help with terminology and definitions:

<http://personal.ecu.edu/banksw/rhetoric/rhetanalysis.html>

“America From the Great Depression to World War II”:

<http://memory.loc.gov/ammem/fsowhome.html>

“Toronto Posters: A Photoessay” by Dylan Reid: <http://spacing.ca/poster/index.html>

“A Short History of the Poster”: <http://www.posterconnection.com/history.shtml>

“Posters American Style”: <http://americanart.si.edu/collections/exhibits/posters/mainmenu.html>

“The Art of the Poster: Polish Posters 1900-2005”: <http://www.theartofposter.com/main.htm>

“Art of the Draw”: <http://www.wisconsinhistory.org/artofthedraw/index.html>

“The Swiss Poster: International By Design”:

[http://www.postershow.com/swiss\\_poster/poster\\_history.htm](http://www.postershow.com/swiss_poster/poster_history.htm)

**W3, Feb 02-04:** Visually Structuring an Argument

In-Class Screening: *Helvetica* (Documentary)

Reading: Wysocki & Lynch, “Chpt 11: Analyzing Documentary Photography”

And “Chpt 3: Developing a (More Complex) Statement of Purpose”

And “Chpt 4: Producing a (More Complex) Composition – see especially pp. 95-108

“Through the Eyes of Children”: <http://www.rwandaproject.org/>

“Photo Journal Tales of Rape in the Congo”:

[http://news.bbc.co.uk/2/shared/spl/hi/picture\\_gallery/05/africa\\_tales\\_of\\_rape\\_in\\_dr\\_congo/html/1.stm](http://news.bbc.co.uk/2/shared/spl/hi/picture_gallery/05/africa_tales_of_rape_in_dr_congo/html/1.stm)

“Stranger a Day”: [http://roarkjohnson.blogs.com/photos/stranger\\_a\\_day/index.html](http://roarkjohnson.blogs.com/photos/stranger_a_day/index.html)

“Greetings from New Orleans”: <http://greetingsfromneworleans.typepad.com/>

“Archive: Hu Yang”:

<http://www.shanghartgallery.com/galleryarchive/archives/artist/name/huyang>

**Assignment #1: Cover – Due February 09th**

**W4, Feb 9-11:** Introduction to GarageBand

**Reading (online):** Wysocki & Lynch:

[http://wps.ablongman.com/long\\_wysocki\\_cda\\_1/43/11016/2820303.cw/index.html](http://wps.ablongman.com/long_wysocki_cda_1/43/11016/2820303.cw/index.html)

**Don't forget to watch:**

An oral history of Islam in Pittsburgh: <http://www.youtube.com/watch?v=f4CG-U1-NwE>

Mance Lipscomb, Oral History: <http://www.youtube.com/watch?v=XPqq7hU4IX4>

**Download** "Oral History Techniques Tips": <http://www.indiana.edu/~cshm/techniques.html>

**W5, Feb 16-18:** Point of View and Oral Communication

Wysocki & Lynch, "Chpt 8, About Oral Modes of Communication"

**W6, Feb 23-25: Reading:** Wysocki & Lynch, "Chpt 5 or 6: About Advocacy and Argument"

**Assignment #2: Oral Narrative History Podcast Due – March 2nd**

**W7, Mar 02-04:** Introduction to Stop Motion Photography and iStopMotion software

Screening: scenes by Ray Harryhausen (Sinbad) and Nick Park (Wallace and Grommit)

Watch: Jiri Trnka's *The Hand Parts I & II*: <http://www.youtube.com/watch?v=xf5sakekBqI>

Norman McLaren's *Neighbours*: <http://www.youtube.com/watch?v=3sa046wJK8w>

Ladislaw Starewicz's Biography Page:

[http://www.awn.com/heaven\\_and\\_hell/STARE/stare7.htm](http://www.awn.com/heaven_and_hell/STARE/stare7.htm)

*Desperate Housewives Opening Credits*: <http://www.youtube.com/watch?v=DozfGxSOh4c>

Need help? Clay and Stop-Motion Animated How-To Page: <http://www.animateclay.com/>

**Mar 04: Possible guest speaker Erik Schjeide, stop motion animator**

Erik Schjeide, *How Dreadlocks Brought Phones to the City*:

<http://www.hummm.net/altstadtmythos/>

**W8 Mar 9:** Wysocki & Lynch, "Chpt 15: Analyzing Comics"

**Mar 11:** Introduction to Video Editing and Sound

**Mar 16-18: Spring Break – No classes!**

**W9, Mar 23-25:** Storyboarding & Comic Life

**Assignment #4: Stop Motion Film Group Project Due - March 25th**

**W9, Mar 30-Apr 01:** Introduction to the syntax and grammar of film: editing Digital Video

Reading TBA

**Assignment #5: Storyboard Due – April 1st**

**W10, Apr 06-08:** Introduction to iMovie and Digital Video

**W11, Apr 13-15:** Reading Wysocki & Lynch, “Chpt 13: Analyzing Editorial & Opinion Pieces”

**W12, Apr 20-22:** Work on Projects

**W13, Apr 27:** Finishing your movie with iDVD

**Apr 29:** Picturing Argument PDF

Meredith Badger, “Visual Blogs” [http://blog.lib.umn.edu/blogosphere/visual\\_blogs.html](http://blog.lib.umn.edu/blogosphere/visual_blogs.html)

**W14, May 04:** Final Presentations

**Assignment #4: Group Film Project Due & To Be Presented – May 04th**

**May 06: Exam Review**

**Final Exam Week: May 11th-13th**

**Course Requirements (all assignments—except for the Facebook entries—should be submitted on a CD or a DVD):**

**Class Facebook Page and Participation (10%):** A discussion forum for readings, software questions, collaboration, and useful tips for your classmates. I expect you to actively engage with the course materials and with each other.

**Assignment #1:** A book cover or CD cover: (10%) You will design a book cover or CD cover that incorporates at least two different images together with a title and some textual content. Since these are three dimensional objects, you will also need to design the flip side or back cover as well. Good typographic design is particularly important. Along with your design you will submit a separate, written explanation for the layout of the pages you are turning in. Why did you choose the typeface(s) you did? How did you come to select the colors? Why did you choose the kind and size of paper you did? Why did you use the margins that you did? Why did you put your name where you did? Why did you break text or commentary where you did? Please list and explain every single design decision you made in presenting this work. (Due 09 Feb 09).

**Assignment #2:** Oral Narrative History Podcast (10%): Interview someone about a historical subject they have personally experienced. I urge you to steer away from the temptation to plunk a microphone down in front of Granny, and instead go out into the community. Interview a war veteran, a long-time foster parent, a senior citizen, an activist, an immigrant from a different culture, a community service worker, a media personality, a local celebrity, a Katrina survivor, an artist or musician, etc. Edit your material using Garageband, so that you present an argument derived from their viewpoint, perspectives and beliefs. You might find dubbing in a soundtrack or sound effects will help illuminate their argument better. You can find free sound effects at: <http://webvideouniverse.com/editing/article.php/3687561> If necessary, you might wish to include a voiceover that establishes context or bridges gaps in the speaker’s tale. Interviews frequently play better after the fact with the interviewer’s questions edited out. Decide whether that is or is not appropriate for your material. Your podcast should be between 8 and 10 minutes long. Burn to a CD to submit. (Due 02 March 09)

**Assignment #3:** Stop-Motion Animation (Group Project – 3 members per group - 20%): Using iStopMotion software (available on some of the class and Lab iMacs and on iBook laptops for loan) create a stop-motion film that runs between 30 seconds and 1 minute in length. Your subject matter should depict issues relevant to the subject of visual rhetoric. You might want to create a mock product advertisement or a politician's campaign material, animate a painting or create the opening credits for a television show of your own invention. You may use live actors who are not members of the class, build sets or models, photograph dolls, toys, clay creatures, paper cut-outs or inanimate objects to create a piece that is persuasive. Submit on CD or DVD. (Due 25 Mar 09)

**Assignment #4a:** Storyboard for Digital Video Project (Group assignment – 3 or 4 people per group - 5%) Working with three or four of your classmates and Comic Life Deluxe software prepare a storyboard—a key frame by key frame breakdown—of your group's intended final digital video project. This is akin to a proposal in visual form. I will set up a meeting with each group to discuss ways to strengthen or help realize the final project. Submit your storyboard assignment on a CD. (Due 01 Apr 09)

**Assignment #4b:** Group Digital Video Project (3 or 4 people per group; Group Project 25%) Working with your group, shoot and edit (using iMovie) a five minute film. I will expect you to understand and demonstrate your knowledge of the principles of framing, camera shots, lighting, sound, editing and captioning in the realization of a strong script of your own creation. You may remix material or parody material, if you wish, to create a piece that demonstrates persuasive power on an environmental theme. Edit your film in iMovie and burn your final material to a DVD using iDVD. (Due 04 May 09)

Video tips, files and help at: <http://webvideouniverse.com/>

**Final Exam (Date TBA) 20%**

### **Hardware**

Equipment, including MacBook laptops preloaded with software, are available for 24-hour loan from the English Department's eCreate Lab (Preston Hall 311). This includes digital voice recorders, digital cameras, digital video camcorders, webcams, tripods, and laptops. The classroom and eCreate Lab can be used by appointment or when eCreate staff are present (check the posted hours on the door). Call 817-272-2702 for more info.

### **Software**

You are not required to buy any software, but you should be aware that, as a full-time student at UTA, you can purchase software through the computer store in Ransom Hall at a greatly reduced price. Much of the software that we will be working with in this multimedia course is native to the Macintosh, the machine of the multimedia and design industries. Some software we will work with can be downloaded for 30-day free trials (like Comic Life available both for Windows or Mac) and in some cases there may be free online editors (like SplashUp, Pixenate, SnipShot, and Preloadr in Flickr, as well as the resource Creating Online) that will do most of the things you want Photoshop to do. You may choose to use Flickr, Webshots, Shutterfly or another online image repository instead of iPhoto (see links page). When working with audio, Audacity for both

Windows and Macs is a good free alternative to Garageband. Your grade will reflect any such extra efforts and abilities.