EMB 140 Introduction to Media Aesthetics
Fall 2014 | GH 201, 11am M/W Lecture / GH 255, 1pm or 2pm on M or W Lab

Professor: John Gibson – 2pm labs
Office: Griffin Hall 571
Office Phone: 859-572-5692
E-mail: gibsonj5@nku.edu

Office Hours
Monday/Wednesday
1:00 pm – 1:30 pm
Tuesday
10:00 am – 11:00 am
1:30 pm – 4:30 pm
Thursday: Available via Skype or Google +.
Friday: Either in the office, or in NorseMedia’s work area.

Professor: Chris Strobel – 1pm labs
Office: Griffin Hall 465
Office Phone: 859-572-1426
E-mail: chris.strobel@nku.edu

Office Hours
Monday
2:30pm – 4:30pm
Wednesday
9:50am – 10:50am
Thursday
12:30pm – 2:30pm

Beyond these – I’m usually around. Check Facebook/G+ or my door for details.

Equipment Reservations: Aaron Zlatkin, Equipment Manager: GH 439, 859-572-1337
http://emb.nku.edu or http://comm.nku.edu

COURSE DESCRIPTION
From the NKU catalog: “Introduction to the aesthetics and basic technologies of creating audio, video and interactive media. A course grounded in theoretical concepts with practical application.” EMB 140 is one of the core required courses for EMB and MIN majors and is designed to provide the underlying aesthetic basis for the practical media production courses offered in the two majors. Primarily a lecture/discussion course, there are practical elements to EMB 140. Students are expected to complete projects in image composition, video composition, and basic audio and video sequencing/editing. Over the development of the semester students will be introduced to the language, modes, aesthetics conventions and technologies used in media storytelling. Through lectures, discussions, quizzes, tests, hands-on demonstrations and practical projects each student should gain a foundation upon which future media classes will build.

COURSE OBJECTIVES
Through three written exams, five practical exercises, in-class discussions, a production analysis paper and lab assignments, students will be introduced to:
• the basic principles upon which how media understanding and influence are grounded
• the aspects and interpretations of image and sound aesthetics of composition, juxtaposition and sequencing, including but not limited to:
  • the concepts of complexity vs. continuity editing including the use and exploitation of jump cuts, montage, transitions, graphics and effects
  • the theory and practical applications of image acquisition, including (but not limited to) depth of field, white balance, the Rule of Thirds, and the 180-degree rule
  • the use of the frame and internal screens to define image borders and interaction and what this provides to the viewer
  • the use of these innate complexities that function to create effective media productions

Ultimately, this course is intended to further develop the student’s critical eye toward the creation and consumption of media.

TEXT

REQUIRED MATERIALS
4GB or larger Class 6 SDHC card
USB-to-SD card reader
GRADING CRITERIA
Overall course grades will correspond with NKU’s grading policy found in the Undergraduate Section of the NKU Catalog and can be accessed at http://access.nku.edu/catalog/.

Students will demonstrate their understanding and mastery of the topics and procedures in EMB 140 through the following assignments and series of video projects:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Life in Three Photos</td>
<td>05%</td>
</tr>
<tr>
<td>Image Composition Project</td>
<td>05%</td>
</tr>
<tr>
<td>Motion Continuity Project</td>
<td>05%</td>
</tr>
<tr>
<td>Video Editing Project</td>
<td>05%</td>
</tr>
<tr>
<td>Final Project</td>
<td>10%</td>
</tr>
<tr>
<td>Production Analysis</td>
<td>05%</td>
</tr>
<tr>
<td>Online Reading Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Tests</td>
<td>45%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>10%</td>
</tr>
</tbody>
</table>

GRADING SYSTEM

A   93-100
A-  90-92.99
B+  87-89.99
B   83-86.99
B-  80-82.99
C+  77-79.99
C   73-76.99
C-  70-72.99
D+  67-69.99
D   60-66.99
F   Below 60

* Subsequent production classes in the EMB sequence require a grade of “C” or better in EMB 140.

This is a deadline-based industry. Therefore, assignment deadlines are of utmost importance. In all evaluations, if work is submitted after the deadline the grade will be reduced by 20% per day late. Tests must be taken on or before the due date – tests not taken by the assigned date will receive a grade of zero.

COURSE POLICIES

- Attendance is required at all class and lab meetings.
- Likewise, tardiness and/or leaving early are unprofessional and will adversely affect the “Discussion and Participation” portion of your evaluation.
- Students are responsible for all material presented during each class meeting, despite any lack of attendance or tardiness. This includes rescheduled assignments, projects or syllabus material. Contacting the professor prior to an absence may afford the student selected material and information from the professor for that lesson but does not lengthen deadline dates or excuse an absence.
- The student or the student’s partner/group must complete all assignments and projects required in this course within the current semester. Prior work is not accepted and will result in a 0 for the assignment in question.
- The students enrolled in this course must perform all production work. Submitting any work with class-specific elements performed by someone not enrolled in this class will result in dismissal of the student from the course.
- You and your peers might review student work in class. Participation in these reviews will likely result in the most insightful evaluation of your work.

ATTENDANCE

You need to be here. Students are responsible for lecture and hands-on information and announcements or changes given during missed classes and must ask the instructor in advance for items missed. However, it is not the responsibility of the instructor to teach students missed information.

Grading of Attendance/Participation will be determined by a pure percentage of attended classes, augmented up or down by participation in discussion, production and participation in class activities.

Acceptable reasons for pre-notified absences include serious illness; serious illness or death of immediate family member; university-related trips; major religious holidays. Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the end of the first week of class. However, lack of attendance regardless of reason will adversely affect the Attendance/Participation portion of your grade.
Estimates of the time required for a typical student to complete course expectations are as follows. The late penalty for assignments applies regardless of the nature of the absence, although alternative arrangements may be made at the instructor’s discretion and will be looked at on a case-by-case basis.

BLACKBOARD
This course will be augmented by NKU’s Blackboard system: http://learnonline.nku.edu. Announcements, links, assignments and important course documents will all be located on Blackboard. We highly recommend that you check blackboard on a regular basis for course updates.

MID-TERM GRADES
Mid-term grades will be posted in myNKU by the deadline established in the Academic Calendar (http://registrar.nku.edu/academiccalendar.html).

STUDENT HONOR CODE
This Student Honor Code [the “Honor Code”] is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirements.

The purpose of the Honor Code is to establish standards of academic conduct for students at Northern Kentucky University and to provide a procedure that offers basic assurances of fundamental fairness to any person accused of violations of these rules. Each Northern Kentucky University student is bound by the provisions of the Honor Code and is presumed to be familiar with all of its provisions. Students also should aspire to conduct themselves in a manner that is consistent with the highest degree of ethical integrity in all matters, whether covered in the Honor Code or not. The success of this commitment begins in the diligence with which students uphold the letter and the spirit of the Honor Code. Students may view the complete honor code at http://deanofstudents.nku.edu/policies/student-rights.html#policies.

ACCOMMODATIONS DUE TO DISABILITY
The University is committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered by the University. To this end, Northern Kentucky University will provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to your lab professor from the Disability Programs and Services Office (SU 303), indicating the existence of a disability and the suggested accommodations. More information can be found at http://disability.nku.edu.

CREDIT HOUR POLICY
In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out-of-class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course-related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours.

Estimates of the time required for a typical student to complete course expectations are as follows:

Lectures: 2 days x 50 minutes x 15 weeks..............................................................25.0 Hours
Labs: 1 day x 50 minutes x 15 weeks.................................................................12.5 Hours
Readings: 16 chapters x 2 hours each.................................................................32.0 Hours
Assignments: 4 assignments x (an average of) 7 hours each.............................28.0 Hours
Production Analysis: 1 paper x 5 hours...............................................................5.0 Hours
Final Project: 1 project x 30 hours ........................................................................30.0 Hours
Tests: 3 tests x 1 hour each (plus studying).......................................................3.0 Hours
Total....................................................................................................................135.5 Hours
STUDENT EVALUATION OF INSTRUCTOR AND COURSE
Northern Kentucky University takes Instructor and Course Evaluations very seriously as an important means of gathering information for the enhancement of learning opportunities for its students. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

Student evaluations of courses and instructors are regarded as strictly confidential. They are not available to the instructor until after final grades are submitted, and extensive precautions are taken to prevent your comments from being identified as coming from you. Students who complete an evaluation for a particular course (or opt out of doing so in the evaluation) will be rewarded for their participation by having access to their course grade as soon as that grade is submitted by the instructor. On the other hand, any student who does not complete the course evaluation (or opt out of doing so in the evaluation) should expect to incur a two week delay in access to his or her course grade beyond the university’s official date for grade availability. To complete online evaluations go to http://eval.nku.edu. Click on “student login” and use the same USERNAME and PASSWORD as used on campus.

In addition, you should be aware of:
• Evaluations can affect changes in courses. Evaluations without comments are less valuable and less credible than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.
• Positive feedback is just as important as criticism. Moreover, negative evaluations without any explanation and specifics are not especially useful.
• Once grades are submitted, all evaluations are read not only by the instructor, but also by the instructor’s department chairperson.
• Evaluations not only provide feedback to your instructor, but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.

CLASSROOM COURTESIES
Cell phones should be silenced during class. Please inform the professors if an emergency situation might require electronic contact during a class meeting. The professors will return this courtesy.

Students also should not use class time as social networking time. Any student found using MySpace, G+, Facebook, Pinterest … or just surfing the web during class time might be required to write a four-page single-spaced paper about courtesy and usage of such sites during a class. And it might be six pages for MySpace. If assigned, failure to do so will result in a five percent deduction from your final grade.

HELP-DESK INFORMATION
× Telephone: 859-572-6911
× Norse Tech Bar location: UC 252
× Online chat and 24/7 tech help: http://oit.nku.edu/help.html
× Blackboard student help and /or e-mail account student help: http://it.nku.edu

SYLLABUS CHANGES
This syllabus is subject to change at the professor’s discretion. Students will be informed immediately of any changes to the syllabus and/or schedule, and changes will be made to benefit the student, not the professor.