COURSE DESCRIPTION:

The multimedia context of contemporary life is rapidly changing. Indeed, from the late 19th century kinetoscope to the 21st century iPhone, moving image culture has never stopped reinventing or creating itself anew. This course provides a general introduction to the critical study of motion pictures in relation to digital media. We will examine the nature of the digital from a variety of perspectives: technological, economic and social. However, our primary approach will be cultural and aesthetic. Namely, we will look at how "new media," such as digital photography, video games, virtual reality, and the “World Wide Web,” refashion earlier forms such as film and television, as well as how these latter are, themselves, influenced by emerging media. In addition to studying critical, historical and theoretical texts on new technologies, we will consider the place of the Self within the context of new media. Class discussions will focus on readings, film viewings and web visits.

This course counts towards the Digital Arts and Culture and the Business of Media and Film Studies Certificate Programs.

REQUIRED TEXTS (online):

All readings are available on D2L under “Course Readings” under corresponding unit numbers (1-4).
Select readings come from the following sources:


SCREENINGS:

As this is a cinema and digital culture course, you will be required to view a film, TV show and/or website(s) each week. You have the responsibility to acquire the films or programs that you select.
from the list and to view them on your own time. Course screenings are required, so you must make sure that you have the time and technical capacity for viewing.

**Films:** You will be given a choice of films to watch for each unit. Most films are available at the UWM Media Library (Golda Meir west wing), or are rentable (via libraries, video stores, or Netflix.com). Many are viewable on free-websites (e.g. Hulu, Mubi, Sling or TheAuteurs.com).

**TV Programs:** During the term, you may be asked to watch a certain type of program (e.g. reality TV). You will never be required to watch a specific episode (unless available online).

**Web Sites:** Some sites may require you to download and install plug-ins (e.g. QuickTime or Flash) to view streaming videos. If needed, UWM has lots of technical support resources available to you.

**Note: Online Schedule Format** (subject to announced changes):

Since this is an online course, our schedule differs from that of a traditional face-to-face (F2F) course.

Our course week will run from Monday to Sunday, with Monday being a prep day, to allow time for readings and viewings.

Also, the course is largely 'asynchronous,' meaning you have the freedom to post at any hour (midnight if you like), as long as you meet the weekly deadlines (listed in course schedule).

The course is divided into 4 Units:

I. 'New' Media: Technologies & Production

II. Texts & Contexts: Digital Video (DV) Realism & Digital F/X

III. 'New' Forms: Virtual Reality & Video Games

IV. Self, Other & Digital Media: Reality TV; Social Networking & Culture Jamming

**ASSIGNMENTS:**

**Discussion and Participation:**

This course relies on the active and engaged participation of all students. We will spend the majority of our time during the course discussing the readings and screenings. Your consistent engagement will result in more complete and intelligent understanding of the material, and therefore, greater success in the course. For this part of the course, you will write the equivalent of roughly 2 pages per week in the form of a discussion post. For this reason, discussion and participation are worth 50% of your grade.

Complete all readings (articles, course notes, discussion board posts) for each unit. You will have several options for your discussion posts and essays.
**Discussion Posts:**
You are required to post to 2 separate discussion strings per week: 1 initiated by you (c. 250 words) and 1 formal response (c. 150 words) to a classmate. You are also encouraged to build that discussion and/or to respond to other strings (any that inspire you to join).

Please read the “Discussion Guidelines” and “Assessment Rubric” handouts (under “Content”) for details about how our conversations will work and what is expected of you (and what you can expect from me). Discussion questions and topic suggestions are provided in the unit lectures.

**Essays:** You are required to write two essays.  
1 short midterm essay (2-4 pgs. double-spaced).  
1 long final essay (4-6 pgs. double-spaced).  

The essays assess your comprehension of the theories, methods, trends, histories, and styles presented to you through the readings, course notes and screenings. Guidelines will be provided.

**GRADING:**

**Discussion Posts and Participation: 50%**  
8 discussion strings (1 post + 1 response for each of the 4 units)

**Essays: 50%**  
Short essays (20% total)  
Final essay (30%)

**Note:** Consistent and thoughtful participation will be noted and can boost your final grade.

*Please note:* All assignments must be completed by the date listed on the course schedule.  
**If you have any questions regarding the course policies or assignments, please post to the “Questions and Concerns” discussion board. For personal concerns or questions regarding the Film Studies program, please do not hesitate to contact me via e-mail.

College policies on Academic Dishonesty and Grievances can be found on the website for the Dean of Students in the Office of Student Life at [http://www4.uwm.edu/dos/conduct/](http://www4.uwm.edu/dos/conduct/).