MAGD 150-02 Introduction to Media Arts and Game Development

Spring 2021

Lecture: Once a week, Wednesdays, Remote (asynchronous)

Lab: 12:30 – 1:45pm, Mondays, Remote (synchronous)

Classroom

Lab classes will meet remotely via Webex on Mondays. Lecture information will be provided on Wednesdays via Canvas.

Meeting Times

12:30 to 1:45pm Mondays on Webex

Lecture material posted weekly on Canvas

Instructor

Fred Leighton, Assistant Professor MAGD / Communication Department

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Virtual Office Hours

Tuesdays and Thursdays 1:00pm – 3:30pm by appointment. Meetings can be schedule for alternate times, by appointment. If you plan on scheduling a meeting, during regular office hours or for alternate times, please email the Instructor in advance, with a requested day and time, so that a Webex online meeting can be set up.

Office

L1217G, Andersen Library, located in the L1217 corridor (near TV Station). **All office hours or other meetings outside of scheduled class meetings, will be virtual**.

Prerequisites

Course Format

One remote synchronous class meetings per week, mixed format, lectures, demonstrations and discussions. One asynchronous lecture per week. Class meetings will take place on Canvas (lectures) and Webex (labs). Course material and related assignments for both lectures and labs will be available on Canvas along with information that supports remote lab class meetings.

Course Schedule

Lab: The course schedule is in the Calendar on Canvas. Information for individual lab class meetings will be made available on Canvas and reflected in the Calendar.

Lecture: The lecture schedule is in the Calendar on Canvas. Information for individual lecture content will be made available on Canvas and reflected in the Calendar. Lectures will be conducted by Fred Leighton and Rhea Vichot, Assistant Professors MAGD / Communication Department.

Course Overview

This course provides an overview of multimedia design and explores the nonlinear historical development from old to new media. Introduction to Media Arts and Game Development is an interdisciplinary course: students majoring in MAGD will take this course to prepare for advanced projects in the curriculum; students majoring in a different field will be encouraged to develop literacy in new media and digital technology.

Aspects of the discipline to be surveyed by this course include infrastructural and technological influence on new media; design, planning and production of multimedia; video games; the formation of culture around new media artifacts; and media's role in speculative futurism. Assignments are structured to build student skills in project management, media pre-production and production, visual design, user-experience testing and basic software programming. In weekly lab sections, students will learn to program in P5.js, and are free to use available software packages.

During the semester, students will be encouraged to consider the following:

- Which principles of graphic and project design are best suited to the creation of new media?
- How will an understanding of the history of media inform its future role in society?
- How does user interactivity change the production of cultural artifacts?
- How is artistic practice influenced by technology and communications media?
- What is the ethical relationship between creator and consumer of new media?

Course Objectives

By the end of the course, students will:

- Present and defend ideas on new media through oral presentation and discussion;
- Use media tools to present ideas, provoke emotional response and elicit discussion;
- Plan and execute key stages in the design process from design documentation to user experience testing to presentation of final product;
- Apply programming concepts to build interactive experiences;
- Create a portfolio of work which exhibits both personal creativity and the ability to meet external specifications.

Course Format

Two class meetings per week, one lecture and one lab. Lab meetings will be synchronous, meeting on Mondays from 12:30 to 1:45pm via Webex and Canvas. Lecture material will be updated weekly on Wednesdays and will be asynchronous, unless notified otherwise in advance.

Recommended Readings

Lauren McCarthy, Casey Reas, and Ben Fry. *Getting Started with p5.js*. Maker Media, 2015.

The book is available used in print or electronically on [Amazon](#) and O'Reilly Books. Purchasing this book strongly recommended. It is available in both print and Kindle formats. Kindle books can be rented to reduce the cost.

Web Resources

https://p5js.org

   Reference and Learn sections are especially useful.

https://github.com/

https://codepen.io/

Additional resource will be made available during the semester on Canvas.

Software

The p5.js libraries (files) are free and available for download at:

https://p5js.org/download/

The course requires using a HTML editor to create code for web pages that utilize the p5.js libraries. Editors that can be used are available on classroom computers and in labs include:

Sublime Text, free to download and install at https://www.sublimetext.com

Dreamweaver, available on UWW Citrix Server.

Google Chrome web browser with Chrome Developer Tools, latest version available on UWW self-service or at [Google Chrome](#).

Other software tools for assignments and projects, available on classroom computers, will be introduced as necessary.

Grading Opportunities

The final course grade will be calculated from the following areas:

56.6% Weekly Lab assignments

10% Lecture assignments

6.7%   GitHub project

26.7% Final Project

There will be ten graded lab assignments that will each be worth 5.7% of the final grade. Details for each assignment will be given in the assignment description on Canvas. Assignments based on lecture information will be worth 10% of the course grade.

There will be two graded projects. The first project, using GitHub, will be one week in duration and worth 6.7% of the overall course grade. The second project will be an individual or group project, three weeks in duration, and will be worth 26.7% of the final grade. Details for each project will be given in the project description on Canvas.

Class Mode

This will be a course that meets remotely during the lab meeting times (synchronous). Students are be expected to attend via Canvas and Webex. The instructor will provide detailed information on how to participate before the first week of classes. Course material and related assignments that support class meetings will be available on Canvas. Lecture material will be updated weekly and asynchronous, unless notified otherwise in advance.

Safety / COVID-19

Although this course will be meeting remotely, if you utilize campus resources in-person, please follow University guidelines for minimizing your risk and that of others to infection. Face coverings are required in classrooms.

Grading Standards

Letter Grades:

A   (93 and above) – Outstanding

A- (90 – 92) – Excellent

B+ (87 – 89) – High Achievement

B   (83-86) – Good

B- (80 – 82) – Meets Requirements

C+ (77 – 79) – Acceptable

C   (73-76) – Average

C- (70 – 72) – Below Average

D+ (67 – 69) – Below Average

D (63 – 66) – Below Average

D- (60 – 62) – Below Average

F (59 or below) – Failure

Criteria for evaluation of assignments and projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, and projects, will clearly state the objectives and areas of grading. This information will be included in the assignment, or project description. Feedback for graded work will communicate how a student performed and how the grade was calculated following the stated criteria. If there is any question during the semester as

to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy

Class attendance is critical to understanding the subject matter and successfully completing the course. If you are not able to attend a class meeting, use information posted on Canvas to keep up to date with class material.

Student Conduct

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Students with Disabilities

Learning support services for students with disabilities is provided.

Students can get more information at the Center for Students with Disabilities:

http://www.uww.edu/csd

Advising and Registration for Summer and Fall 2021 semesters

Summer 2021 Registration begins March 8

Fall 2021 Registration begins April 5

Information for advising will be provided prior to March 8