



Overview

ARTS 290: Theories of Media

Winter Term 2022

University of Waterloo

Stratford School of Interaction Design and Business

Time: Wednesdays, 9:00–11:50 EST

Location: DMS 2 Room 6 (Bradshaw Building, 245 Downie St, Stratford)

NB: Classes will be conducted **remotely on Zoom until 1 February** (see below)

Instructor: Ray Drainville (ray.drainville@uwaterloo.ca)

Office: DMS 3014

Office Hours: Tuesdays, 12:00–13:30 EST; Wednesdays, 12:00–12:30 EST on MS Teams (NB: separate links for each day); or at a mutually-agreed time

Course Description: What Are We Doing?

This course is about “theories of media”. We will explore the ways different critical thinkers have examined the notion of “media”, primarily how media can structure perceptions of the world. Students will learn to think about and articulate the ways in which they use & create imagery.

Subjects include how the media distorts from reality; how the media inverts/obscures the notion of reality; spectacle; media as a substitute for reality; surveillance and media; media used to control perspectives of reality; media & social relations; the implications of undifferentiated media forms; media representations of the self; and media and intersectionality.

Course deliverables are individual projects—not group projects! There will be two essays, and students will work towards creating a work of art for an exhibition to be held at the Stratford Campus from March. Those who don't feel they can contribute to the exhibition have the option of writing a longer essay and help install and uninstall the exhibition. As part of the course, Ray will provide guidance for structuring essays, alongside writing tips.

Announcements & Communication

Official statements can be found in the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Official messages between students and Ray should be conducted through **email—please use your UW email account for official communication**.

Other Contact Information

- LEARN Help: Contact | Student documentation
 - For technical problems with LEARN
 - Include your full name, WatIAM user ID, student number, and course name and number
 - Available Monday–Friday, 8:30–16:30 EST
- Student Resources
 - For academic advice
 - Student success
 - WAT Cards
 - Library Services & more
- Health Services
 - Campus Wellness: (519) 888-4096
 - For general health, including COVID boosters
 - Counselling Services: (519) 888-4567 (ext 32655)
 - We're in extraordinary times. If you need help, please get it
 - Counselling are available to students in & out of the province
 - GBDA has its own counsellor: Dave Logan
 - Don't hesitate to contact Ray, who can refer you
 - Accessibility Services
 - For accommodations
 - Do this *earlier rather than later*. They recommend at the beginning of term

Lectures: Where? How? When?

Lectures are scheduled on Wednesdays from 9:00–11:50 EST in DMS 2 Room 6. This is the Bradshaw Building at 245 Downie St, Stratford, a five-minute walk from GBDA.

In alignment with the University's strictures for the Omicron variant however, **both sections will start online: in-person classes will start on 1 February**. Please keep up-to-date with any announcements made in the course for any further changes.

The course will use Zoom (download software) to deliver lecture content remotely.

Accessing Zoom

- Please make sure you are logged in with your UW Zoom account (get a UW Zoom account with your UW username at uwaterloo.zoom.us)
- Register in advance for the lecture on Zoom below (one-time only; you have to register using your name and UW email account. It takes two minutes in total)
- Zoom link
- Add meeting to your calendar (ICS file)
- Meeting ID: 999 7482 2414
- Password: 537155

NB: We will record lectures for students who cannot attend live/in-person. We expect those non-live attendance to be rare, however. We will provide links to those recordings each week. Lecture attendance is *not optional*: it is *required*.

Contingency Plans

We should be well-placed to continue the course if we are required to deliver remotely, since everyone will have registered for Zoom above and we will have started online anyway. So we can shift with ease.

What is We Have a Stay-At-Home Order?

Once Ray has been informed by the University of a stay-at-home order, he will immediately inform you about the switch to remote learning through a LEARN announcement. As for teaching: as he already provides live & recorded lectures online, he would continue with that policy for remote-only teaching. Teams would continue to meet online as before, because many teammates were not attending in-person sessions in the first place.

What if I Contact COVID and Have to Self-Isolate?

Students who think they have contacted COVID are instructed to self-isolate and contact Health Services' Testing Centre to book a testing appointment. Positive COVID results should be reported to the University Health Services via their Health & Advice Form. In-person students who contact COVID should—*of course*—not come to class for your isolation period! You will have access to online materials, and can continue with course work remotely. This policy naturally applies to Ray as well: if he comes down with COVID, he will isolate. Should this occur, he'll provide information on what will happen with the course through Announcements on LEARN.

Learning Outcomes: Expectations

By the end of this course, students should be able to:

1. Have a good understanding of the theoretical landscape
2. Communicate their opinions effectively
3. Write a clear, structured essay

4. Create a work of art that uses, refers, or comments upon one of the readings in some fashion

Required Reading

This course has a series of readings required each week. They are placed within the specific week's module. There may be additional *recommended, but not required*, works. Students are expected to come to class having read the required works. They should be able to summarise them and bring any questions for clarification.

Deliverables & Weights

Students will write two essays of 1,000 words apiece based upon two different readings. Students will also create a work, or works, of art to be exhibited at GBDA. The subject of these works will use, refer or comment upon one of the readings. Students who feel that they cannot contribute to the exhibition can replace that requirement by both a) writing a third essay 1,000 words in length; and b) helping install and uninstall the exhibition.

All due dates are on Friday, 18:00 EST.

Deliverable	Description	Weight (%)
Essay 1	<p>1,000-word essay on the subject of your choice, but must be based on one of the readings (info).</p> <p>Students supply:</p> <ul style="list-style-type: none"> • Proposal (due 28 January rubric dropbox) • Essay final draft (due 18 February rubric dropbox) 	25%
Essay 2	<p>As above, but must be based upon a different reading (info).</p> <p>Students supply:</p> <ul style="list-style-type: none"> • Proposal (due 18 March rubric dropbox) • Essay final draft (due 1 April rubric dropbox) 	25%
Artwork	<p>Students supply a work of art based upon one of the subjects covered in the course (info).</p> <ul style="list-style-type: none"> • Proposal (due 4 February rubric dropbox) • Documentation / Source files and 250-word essay on the piece (due 11 March rubric dropbox) 	25%

Contribution	Determined by engagement, and assignments (see below)	25%
	Total:	100%

Further information for each deliverable may be found by following the links above. The course calendar provides a breakdown of deliverable due-dates and weekly subjects.

Contribution is Critical to Success

(Full details about contribution may be found here). This course is intended to be delivered live as per the University's instructions for Winter 2022. **Accessing content asynchronously must be considered a last resort.** You should therefore prepare to attend in person, or, if you must self-isolate, attend the live session on Zoom. If you are ill, you can watch the recorded version, or download the PDF notes. If you're *really* ill, well, we'll figure out something. **Access to lecture materials is required by Friday, 18:00 EST of the week in which it was published.** Ray will offer live drop-in office hours for students (details are above), but these of course are optional.

Because we have to accommodate the possibility of asynchronous access, our focus must be on **contribution**. That is, we mark meaningful and timely attention paid to course material, participation in class, and the production of your work. The **TL;DR version** is: attend the lectures; come to class prepared, having engaged with the reading and having something to say about it; attend to the details of your deliverables; submit your work on time; and if you need to access lecture content asynchronously, access them by Friday. Contribution takes up a large proportion of your final mark, worth 2 1/2 letter grades. If you don't take the materials or assignments seriously, you will get, at best, only a portion of that percentage. **Full contribution marks are designed to be achievable if you are diligent: they are not recoverable.**

Assessment

What Does My Grade Mean?

- **A+ (90–100):** This mark is for deeply exceptional work that demonstrates profound understanding of the issues presented in class. It indicates work that is *well above average* for GBDA students. The work demonstrates a professional level of involvement and execution on the part of the student, and stands on its own terms outside of the context of a school assignment.
- **A (80-89):** This mark is for exceptional work that, to varying degrees, demonstrates a thorough understanding of the issues presented in class. It indicates work that is *above average* for GBDA students. The work demonstrates a deep involvement on the part of the student, and could stand on its own terms outside of the context of a school assignment.
- **B (70-79):** This mark is for notable work that, to varying degrees, shows that the student has understood the topic and has made every effort to fulfil the requirements of the assignment to the best of his or her ability. It indicates work of *the expected quality* for GBDA students, and represents good work.
- **C (60- 69):** This mark is for satisfactory/acceptable work, to varying degrees: for example, it may be successful on one level, but fails on another. Alternately, the work may reflect a

good deal of effort, but it does not adequately address the topic at hand. It is *not quite up to GBDA standards*, but not that far away, either. After having followed recommendations by the lecturer, future work should do meet GBDA standards.

- **D (50-59):** This mark is for barely adequate work, to varying degrees: the work displays minimal effort and commitment on the part of the student and/or does not convey a sufficient understanding of the topic at hand. It is *below GBDA standards*, and significantly more effort would be required to meet those standards.
- **F (33-49):** This mark is for insufficient or incomplete work, to varying degrees, and is marked as a fail. It indicates work that is *well below GBDA standards*, and future work would require substantial effort to meet standards.

Late Work

These assignments reflect real-world production: deadlines matter. Assignments submitted late without approved extensions will be subject to late penalties of 5% for the first 24 hours that the work is late, rising to 10% for each subsequent day. After a week, a mark of 0% will be assigned for the late work. Late penalties are not recoverable. **If there are important circumstances that impact your submissions, tell us *before* the submission of the work, not afterwards.** Of course if you have medical issues or accommodations these may impact deliverables, and we will do our best to accommodate you. But in keeping with University guidelines, you need to provide documentation or have completed the University's procedures for accommodations.

Submission of Work

Submit your files to the appropriate dropbox in LEARN in the appropriate format(s) and with the name specified. When in doubt, label all files per the following:

ARTS290_lastname_firstname_deliverableName.

Legalities

Information on Plagiarism Detection

Students and faculty at the University of Waterloo share an important responsibility to maintain the integrity of the teaching and learning relationship. This relationship is characterized by honesty, fairness, and mutual respect for the aim and principles of the pursuit of education. Academic misconduct impedes the activities of the university community and is punishable by appropriate disciplinary action.

We reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments are subject to submission via software for textual similarity (e.g., Turnitin.com or Grammarly) or visual similarity (e.g., Google Reverse Image Search or TinEye). Assignments submitted to Turnitin.com will be included as source documents in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents for five academic years.

Note: This is a studio-based course. *All* work submitted for evaluation must be your own, made

from scratch. *Using templates, stock sources, or any online imagery is not permitted unless expressly authorised by Ray.* If the submitted work is determined not to be your own, the Academic Discipline Procedure of Policy 71 (Student Discipline) will be invoked. Take this seriously: do not ruin your academic career.

If Ray allows you to use work that you haven't made, then you are subject to the following:

- The work must be specially-licensed or copyright-free
- You must indicate the source: indicate the item used and provide the URL

Works may be available in the public domain that are identified as copyright-free or that fall under licenses from Creative Commons. "Public domain" is a term used for works that are not protected by copyright law. If an image is in the public domain, then you are allowed to use it—to copy it, to manipulate it and to distribute it. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their images.

- CARFAC (Canadian Artists Representation / Le front des artistes canadiens)
- Wikimedia Commons, Google Images, and Flickr have databases of digital files that are available for use. You need to check the conditions of use as they vary: restrict your searches to files that are tagged as available for reuse.
- The Copyright Act in Canada was recently amended to reflect the current digital landscape.
- The following conversation on the US-based Copyright Advisory Network answers some of the basics related to US Copyright, images and fair use.
- This document from Cornell University defines works in the public domain for United States as of January 1, 2013.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. See the UWaterloo Academic Integrity Webpage and the Arts Academic Integrity Office Webpage for more information.

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 (Student Petitions and Grievances, Section 4). When in doubt please be certain to contact the department's administrative assistant, who will provide further assistance.

Discipline

A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course

professor, academic advisor, or the undergraduate associate dean. For information on categories of offenses and types of penalties, students should refer to Policy 71 (Student Discipline). For typical penalties check Guidelines for the Assessment of Penalties.

Appeals

A decision made or penalty imposed under Policy 70 (Student Petitions and Grievance) —other than a petition—or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals).

Notes for Students with Disabilities

The Office for Persons with Disabilities (OPD), Accessibility Services is located in Needles Hall, Room 1132. OPD collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD *at the beginning of each academic term*. We're happy to accommodate your needs, but to ensure equity, we need guidance & authorisation from the OPD to do so. Please tell OPD that we are allowed to speak to them: we can thereby get guidance to help you. Don't worry, the guidance will be free of personal details!

A Note about Fees!

This is a friendly reminder that you won't gain access to the online learning systems (LEARN) until your Registered Status on Quest for the term is "Fees Arranged." Visit the Finance-Student Accounts website to find out how to become "Fees Arranged" for the term. If you submitted a payment or Promissory Note more than three days ago and you're not yet "Fees Arranged", please contact Student Accounts immediately to investigate: (519) 888-4567 extension 38466, sfacnts@uwaterloo.ca. Do not go to Needles Hall, as in-person finance operations are suspended throughout the pandemic. Finance personnel are available between 8:30 & 4:30 weekdays.

NB: If the instructor or students notice errors in this syllabus, it may be subject to change.