AME 111: Introduction to Digital Culture
Spring 2016 Session C

Time and Place: Tuesday 12:00pm or 1:30pm, Stauffer B125; Online

Course Website: https://herbergeronline2.asu.edu/digitalculture

Instructors: Grisha Coleman: grisha.coleman@asu.edu
Kimberlee Swisher: kimberlee.swisher@asu.edu
(Office hours TBA; please contact via email to schedule a time.)

Graduate Teaching assistant: Jonatan Lemos Zuluaga: jlemoszu@asu.edu
(Office hours: Mon 2:30 pm to 4:00 pm and Wed 2:30 pm to 6:00 pm in B 250.)

Classroom assistants: Shane Davis srdavi12@asu.edu (12:00 class)
Taylor Cohen Taylor.A.Cohen@asu.edu (1:30 class)
(Office hours TBA; please contact via email to schedule a time.)

About The Course:
Students will learn about the fundamental structures and themes of Digital Culture. They will be introduced to examples of pathways for becoming active producers and consumers of Digital Culture through lecture, discussion, and hands-on activities. The course will cover key theoretical concepts of digital culture, fundamentals of media capture, composition and distribution as well as the basics of creating media systems in Processing and Max/MSP.

Let us be frank in setting up your expectations for this course: this course is not an easy A. This course will challenge you to think in new ways, work with new types of people on diverse teams, about a wide range of topics. Not only will you be challenged to think and write critically about culture through readings and media, you’ll be challenged to learn technical skills with software and hardware (yes, you will learn some computer programming).

Due to the hybrid nature of the course, you will need to take responsibility for your own time management in watching lecture videos and submitting assignments. We only have so much time in person during the lab session of the class, and we’d rather not use it reminding you of deadlines. We’d rather use it having enriching discussions and learning new technologies hands-on.

If you are in the class because you thought it would be an easy alternative to a math class, we suggest that you reconsider. If you are in this class because you want to understand how technology pervasively intervenes in our culture, how to communicate and collaborate on a diverse team, and to dip your feet into the art of making with technology, then welcome aboard. We can promise that you will leave this class having accomplished something you never knew possible, having learned from peers from different disciplines, and having gained a broadened understanding of a whole new world of digital culture.

Learning Outcomes:
1. Students will identify and define the Dimensions of Digital Culture and place cultural artifacts
along each of these continuums.

2. Students will capture, edit, and share digital audio and video online.

3. Students will define the School of Arts Media + Engineering’s Experiential System Model, including sensing, modeling/analysis, and feedback towards an experiential goal.

4. Students will define the term “feature” (in the context of sensing/modeling) and, given an experiential goal, select appropriate features and analysis approaches.

5. The student will identify and define basic procedural programming constructs in MaxMSP and Processing.

6. Students will write about the current landscape of Digital Culture practice, demonstrating understanding of key terms and current and future trends.

7. Students will, as part of a team of peers, propose an experiential goal and contribute to the design of an experiential media system that implements sensing, modeling, and feedback (using instructor-provided Max/MSP patches) in support of this goal.

Class Expectations:

Assignment submissions:
All assignments must be submitted in the correct format and place per the assignment instructions, or they will not count for credit. Emailed assignments do not count unless specifically designated.

Conduct:
Use of cellphones or other electronic devices is not permitted during class. Laptop use is permitted with instructor permission. Threatening, violent or disruptive conduct will not be tolerated under any circumstances. If any student commits violent, threatening or disruptive acts, he or she will be asked to leave and reported to the appropriate authorities, including ASU Campus Police and the Office of Student Rights and Responsibilities. This applies to any conduct, including both virtual and in-person communication with instructors, TAs, guests, and other colleagues. For more information on ASU’s policy regarding threatening, violent, or disruptive conduct, see http://www.asu.edu/aad/manuals/ssm/ssm104-02.html

Group work:
This course involves a substantial amount of collaborative work. We expect that all members of the group will contribute equally to their projects. We reserve the right to assign individual grades based on individual contributions to group projects.

Written assignments
Proper grammar, spelling, sentence structure, professionalism, style and other writing skills are required in all written documents completed for this course, including but not limited to: discussion posts, extra credit, projects, papers, and emails to instructors. Graded assignments may be marked off if they do not meet one or more of these requirements.

Email Communication

Who to contact
Emails regarding attendance, grade questions, and make-up assignments should be sent to the TAs. General course questions may be addressed to any or all instructors or TA. Questions regarding technical problems on the course site should be sent to Herberger online (see below). Emails sent to the instructors about technical issues may not be answered.

Technical Support
Instructors cannot answer technical support questions regarding the website. All technical questions about the course website should be addressed to Herberger Online. They can be reached online at https://herbergeronline.asu.edu/help or by emailing HOLSupport@asu.edu.
Keep in mind that HOL Support is only available during normal business hours.

Response time
Please allow 24-48 hours for an email reply from instructors or Herberger Online. Emails received by Herberger Online or the instructor after 5:00pm on Friday may not be answered until the following Monday.

Content
We will not answer any rude, argumentative, threatening, abusive or repetitive emails, and will forward them to the proper authorities as necessary. Instructors reserve the right to request in-person communication instead of email. For further information, please read: http://mleddy.blogspot.com/2005/01/how-to-e-mail-professor.html

Student responsibilities
As an ASU student, you are required to use your official ASU email address (i.e., student@asu.edu) for course communications. Messages from your personal email account may not be answered due to privacy or delivery concerns. If our reply to you bounces back as "Undeliverable: Returned mail" and/or with "the message could not be delivered because the recipient's mailbox is full," we will not make a second attempt. This includes any and all course communications. It is your responsibility to make sure you are able to receive ASU emails by clearing your mailbox and allowing ASU and AME 111 emails to be received unblocked and not marked as spam. For more on ASU’s policies on student responsibilities, please see http://www.asu.edu/aad/manuals/acd/acd125.html

Attendance Policy
Students are expected to attend class. Absences may be excused for religious observance and for university-sanctioned events. Please email the instructor and/or teaching assistants 48 hours before taking an excused absence under either of these policies. For illness or medical emergency, please contact the instructor and classroom assistant via email as soon as possible and be prepared to provide proper documentation (see below). Students are required to submit all assignments at the beginning of the next class session after an excused absence; after this, normal late penalties (described below) apply. Reasonable accommodations will be made in the event of medical emergency or extended excused absence.
See ASU’s policy on missed classes due to University Sanctioned Activities here: http://www.asu.edu/aad/manuals/acd/acd304-02.html and ASU’s policy on accommodations for religious practices here: http://www.asu.edu/aad/manuals/acd/acd304-04.html

Guide to Documentation for Excused Absences and Make-ups
In order to excuse an absence, you must provide official documentation to the instructors or TAs electronically that contains a contact name and phone number and is from either 1) a doctor or hospital if you if someone from your immediate family are ill, 2) a funeral announcement from a church or funeral home if someone dies, 3) an airline ticket containing your unique information if you are required to travel for personal or business reasons, 4) an employer letter if you are required to miss exams for business or work-related duties, 5) a letter from your coach or academic advisor detailing your sport, days absent, and reason for missing class, or 6) any other verifiable sources who can detail specifics. All submitted documentation will be checked for authenticity; those who submit false documentation will be sanctioned according to the Student Code of Conduct. All documentation of expected absences must be presented prior to missing the class. Documentation for unexpected absences must be presented promptly after the absence.
Late Assignment Policy

General Policy
Late work will be accepted up to 1-calendar week late for a deduction of 25%. No work will be accepted after this. Per our assignment submission policy (see Class Expectations), assignments that are submitted in the incorrect format or place will not count and will thus be considered late until resubmitted correctly. *The late policy does not apply to the final project; it must be completed on time due to our University imposed grading deadlines.

In-class Assignments
In-class assignments are an important part of the course, and rely on interaction that can’t be reproduced after the fact. For this reason, they cannot be made up in the event of unexcused absences. In the case of an excused absence, the instructor may provide an alternative assignment, or allow the late completion of the in-class assignment.

Technical Difficulties
In the event of technical difficulties verified by Herberger Online, reasonable exceptions will be made. However, the late policy will apply if your assignment is not submitted for any reason within your control, i.e. your login session expired, you lost connection to the internet, etc. It is your responsibility to ensure that your assignment was submitted by checking on the “grades” tab to see if the assignment posted. If it is not visible in your grades tab, it was not submitted correctly. It is also a great idea to save a hard copy of all assignments submitted on your computer in the event of technical difficulties.

Grade Weights:
150 points Project 1
280 points Final Project
140 points Discussion Board Posts
100 points Tutorial Reflections
180 points In-Class Projects and assignments
150 points Exams (100pts Midterm, 50pts Unit 1)
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1000 total points

Grading Scale:
A+: 97-100% (970-1000 points)
A: 93-96.9% (930-969 points)
A-: 90-92.9% (900-929 points)
B+: 87-89.9% (870-899 points)
B: 83-87.9% (830-879 points)
B-: 80-82.9% (800-829 points)
C+: 77-79.9% (770-799 points)
C: 70-76.9% (700-769 points)
D: 60-69.9% (600-699 points)
E: 0-59.9% (0-599 points)
A curve may be applied to raw scores or individual assignments at the instructor’s discretion.

Grading Policy
It is the responsibility of the student to check their grades regularly and make any concerns known to the instructors. The instructors may periodically impose deadlines for students to
inform instructors of any grade concerns, and any graded material prior to this deadline will not be changed after the deadline. If a student requests an assignment to be regraded, instructors reserve the right to regrade all other assignments.

Tests and Quizzes

Unit 1 Quiz
This short exam will cover material from lectures and readings covered prior to the exam.

Midterm Exam
The midterm will cover material from the lectures and readings, as well as theoretical concepts illustrated through the projects and in-class / homework assignments. It will be cumulative, meaning that it does include material that was covered on the first exam.

Final Exam
There is no final exam in this course.

Exam Policies

Overview
All content for exam questions is drawn directly from the lecture materials, in-class activities, and assigned readings. All exams are open-note, open-Google, open-friend, but with three caveats:
1. You cannot access the course site while you have a quiz or exam open. The course site will automatically invalidate your submission. Once you enter the exam, you will not be able to access course materials on the website. Do not open any additional tabs/windows of the course site on your browser while taking an exam, as this will cause your submission to be unsuccessful. In many cases, it will not inform you that your attempt is invalid until you try to submit it. If you want access to course material during the exam, you must take offline notes. You will receive a 0% on the exam if you attempt to access the course website while an exam is open.
2. Taking the text together is acceptable, but it is not ok to discuss the exam questions with another student before he or she has taken the exam. Please note that Herberger Online maintains details logs of all student activity. All student interactions with the course website as it pertains to exam sessions are monitored for evidence of collaboration and cheating.
3. Both exams have a strict time limit. You will lose 2 points for every minute you go over the time limit. Without proper studying, it is unlikely that you will succeed on the tests due to the time limits imposed.

Testing Procedures

● It is your responsibility to locate reliable Internet access during the exam. Make-ups will not be available for students who have computer difficulties at their end.
● You will be issued a unique receipt number for every successfully submitted exam. Please retain that number through the semester as proof of your completed submission. If you do not receive a receipt number for an exam or assignment, that submission has NOT been successful, and you should contact Herberger Online immediately for assistance. If you have no receipt number, you have no grade. Please email Herberger Online if your score is not posted on the course Grades page within 48 hours after you complete the exam. Inquiries about missing grades sent to faculty, staff, or to Herberger Online will be ignored if they do not have the receipt number(s) for the exam/assignment in question.
● Do not use iPhones, blackberries, tablets, or any other palm devices to take an exam, and wireless connections are not recommended. Tests will not be accepted in printed form or via email or email attachment.
● If you go over the time limit of any exam, there will be a 2-point per minute deduction to
Most of the technical problems Herberger Online encounters regarding exams stem from students opening multiple tabs and logging in and out of the class during an exam. Don’t do it!

**Resets and Make-Up Exams**

If you experience computer or technical problems during an exam, do not just guess, open additional windows, or submit it, as that grade will stand! Instead, exit your browser, fix the problem (move to a different computer or contact technical support by using the 'Submit a Help Request' button on the course Help page, or by going directly to https://herbergeronline.asu.edu/help), and then return to the exams page on the course website to reset your exam. The ASU Student Service Help Desk http://my.asu.edu/service cannot assist you with this course, so please email Herberger Online for help. The system will allow you to reset your own exam if you have not already submitted or reset that exam. We recommend, in these cases, that you restart your browser before you try to reset the exam. Typically, you can reset exams by yourself simply by logging back into the exam as you normally would. When you go back to the exams page, the system will know that you need a reset, and you just have to follow the links provided.

Resetting any exam means the computer will be creating a new exam for you. Any answers you provided before are already lost, and you will be starting over again. All exams draw random questions from a question bank, so you will not get the same exact questions in the same order again.

If you experience personal, medical or other unforeseen problems during the exam period, DO NOT TAKE OR SUBMIT AN EXAM, as that grade must stand as posted! Instead, email the instructors immediately to discuss both your situation and the process necessary for a make-up exam. Exams that have been submitted CANNOT be reset, and those grades must stand as posted. Resets are only available for students experiencing technical difficulties while testing online. Only one online reset per exam is allowed. If you are not able to successfully submit your reset exam due to technical reasons verifiable by Herberger Online, you may have the option of an essay style make-up exam. This option will also be available to students presenting verifiable documentation regarding illness, or other personal issues. The instructor reserves the right to substitute an online make-up exam with an essay-style make-up exam at any time.

If you need a make-up exam, please email the instructor as soon as possible and be prepared to electronically present official documentation of the reason you missed the exam.

**Academic Integrity**

Do not give your ID or password to anyone else, and do not allow anyone else to access or take exams or assignments in your name. Students found cheating will be sanctioned in accordance with the student code of conduct and the rules against academic dishonesty upheld and enforced by Arizona State University. Please visit the following sites for detailed information:

http://www.asu.edu/studentaffairs/studentlife/judicial/academic_integrity.htm

Any violation of this policy will result in sanctions and may result in further disciplinary action. All violations detected during the term, either electronically or by other means, will be sanctioned, even if the exam has already been graded and points assigned. There will be no exceptions to
these procedures or leniency regarding these policies.

ASU Writing Centers

You will be doing some writing as documentation for your projects this semester. If you find that you need help with this, the ASU writing centers offer in-person and online feedback at any stage of the writing process. Trained tutors can help students specifically with the following:

- Brainstorming and outlining
- Writing for an audience
- Organizing content and structuring sentences
- Using and documenting sources
- Revising for clarity, correctness, and consistency

Tutors work with students to improve and hone their writing skills. Students are encouraged to bring any assignment instructions, source materials, and printed drafts of their work to their appointment in order to get the most out of the session. Students are encouraged to not only take advantage of this free service, but to utilize it frequently. Call any of ASU’s centers below to book your writing appointment today. You can also access more location or information as well as schedule appointments at tutoring.asu.edu.

Downtown Phoenix – Post Office L1-34 (602) 496-0354
Polytechnic – Academic Center Building CNTR 160 (480) 727-1452
Tempe – W.P. Carey BA 202A; Undergraduate Academic Services Building UASB 140;
Hassayampa Academic Village Mesquite Hall MSHAL F 124; Palo Verde West PVW 127; and
Sonora SCD H-15 (480) 965-4272
West – Fletcher Library LL2 (602) 543-6169
Online (480) 965-9072

Academic Integrity

All necessary sanctions will be issued to all parties involved with plagiarizing any and all course work. Plagiarism and any other form of academic dishonesty that is in violation with the Student Code of Conduct will not be tolerated. For more information, please see the ASU Student Academic Integrity Policy: http://www.asu.edu/studentaffairs/studentlife/judicial/academic_integrity.htm.

Please note that work submitted for assessment in one class may not be submitted in full or in part for assessment in a second class.

Accommodations for Students with Disabilities

To request academic accommodations due to a disability, please contact the ASU Disability Resource Center (https://eoss.asu.edu/drc); Phone: (480) 965-1234; TDD: (480) 965-9000). This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from their office indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation no later than the two weeks into the semester so that your needs can be addressed effectively.

Incompletes

Incompletes are awarded under only very special circumstances and are only considered for students in good standing. Each incomplete is considered on a case-by-case basis to determine
the extent to which they are warranted. The “Request for Incomplete” form must be signed and submitted by the instructor to the School of Arts Media + Engineering office for final approval by the School Director. The incomplete form can be downloaded from the following website: http://students.asu.edu/forms/incomplete-grade-request.

Important Dates
https://students.asu.edu/academic-calendar
Spring Break: March 6th - 13th
University Course Withdrawal Deadline: Sunday, April 3rd, 2016
Day of Final: 12:00pm class: May 3rd, 12:10-2pm, 1:30pm class: May 5th, 12:10-2pm
(Attendance is REQUIRED for project presentations, but there is no exam)

No exceptions will be made to any of the policies as outlined in this document. Any changes to course information made by the instructor or staff will be posted on this syllabus and/or the course homepage. Please check your ASU email account and both the syllabus and class homepage frequently for updated information and announcements.

By enrolling and participating you agree to follow the policies and procedures of this course. We appreciate your patience and understanding with the inadvertently brusque tone of this syllabus necessary to be effective with so many students in this course. We are excited to have you in the class and looking forward to a great year!

Course Schedule of Deadlines
*All deadlines are subject to change*

Wednesday, January 13th, 11:59pm
  Watch Lecture 0, Course Introduction
  Complete Syllabus Quiz (ungraded but mandatory)
  Submit Discussion: Introduction (optional)

Monday, January 18th, 11:59pm
  Watch Lecture 1, Dimensions of Digital Culture
  Submit Discussion: Lecture 1
  Possible readings: Check with instructor to see if/which of these readings is assigned:
    ● Read Youngblood, Gene (1990). NeMe: Metadesigning for the Future
    ● Other TBA

Monday, January 25th, 11:59pm
  Watch Lecture 2, Sensing and Storytelling with Media Editing
  Submit Tutorial Reflection #1
by the end of class January 26th: Submit In-Class Project: Video Editing Pressure Project

Monday, February 1st, 11:59pm
Watch lecture 3, Networks
Submit Discussion: Lecture 3

Monday, February 8th, 11:59pm
Watch lecture 4, Creative Practice in Digital Culture
Submit Tutorial Reflection #2

Monday, February 15th, 11:59pm
Watch lecture 5, Chris Anderson's The Long Tail
Submit Discussion: Lecture 5
by the end of class February 16th: Submit In-Class Project: Frame Differencing Assignment

FRIDAY, February 19th 11:59pm
Submit Unit 1 Quiz

Monday, February 22nd, 11:59pm
Watch lecture 6, Experiential Media Systems Part 1
Submit Tutorial Reflection #3

FRIDAY, February 26th, 11:59pm
Submit Project 1

Monday, February 29th (!), 11:59pm
Watch lecture 7 Experiential Media Systems Part 2
Submit Discussion: Lecture 7
by the end of class on March 1: Submit In-Class Programming Partner Pressure Project

March 6th-13th - Spring break!

Monday, March 14th, 11:59pm
Watch lecture 8 Introduction to Programming
Review course material lectures 0-8 to prepare for midterm exam
Submit Tutorial Reflection #4

FRIDAY, March 18th, 11:59pm
Submit Midterm Exam!

Monday, March 21st, 11:59pm
Complete lecture activities for Lecture 9
Submit Discussion: Lecture 9
Submit Final Project Preliminary project ideas discussion
Monday, March 28th, 11:59pm
Watch lecture 10 Logistics of Programming in Media Arts
Submit Tutorial Reflection #5

Monday, April 4th, 11:59pm
Watch lecture 11 Physical Computing
Submit Discussion: Lecture 11
Submit Final Project Proposal

Monday, April 11th, 11:59pm
Watch lecture 12 The Micro-Macro Link and Emergence

Monday, April 18th, 11:59pm
Watch lecture 13 Ubiquitous Computing and the Programmable Environment
Submit Discussion: Lecture 13

Monday, April 25th, 11:59pm
Complete activities for lecture 14, Future of Digital Culture
Submit Extra Credit Social Media Challenge Discussion (optional)

Week of finals, classes held at times listed on the schedule here:
https://students.asu.edu/final-exam-schedule
12:00pm class: May 3rd, 12:10-2pm
1:30pm class: May 5th, 12:10-2pm
Final project presentations. Bring all necessary materials for presentation.

Tentative in-person meeting schedule
(please note, this is what we have in mind but it is definitely subject to change)
January 12 - Welcome/Introductions/About the course
January 19 - Reading discussion
January 26 - In-class video project
February 2 - Intro to Project 1 and group formation, TR review, Entrepreneurship,
February 9 - Project 1 work day
February 16 - Project 1 work day / current event discussion
February 23 - Frame Differencing in class project
March 1 - Programming in-class project
March 8 - Spring break!
March 15 - Introduction to the final project
March 22 - Documentation and prototyping strategies
March 29 - Form groups for final project if not done yet, create project schematic
April 5th - Work on Final Project Proposal
April 12th - Final project work day
April 19th - Final project work day
April 26th - Final project work day; prepare for presentations