

Syllabus

CAT 124: iPhoneography: The New Wave of Educational Video

Section: 783066

Tuesday and Thursday 8:00a - 9:50a

Lab

Monday, Tuesday, Wednesday, Thursday 11:00a – 10:50a

Classroom

Centr 203

Lesha Maria Rodriguez

Leesha11@yahoo.com

Office

Sixth College Pepper Canyon Hall Room 219

Office Hours

Tuesday and Thursday 10:00a – 11:00a

Course Site

www.leshamariarodriguez.com/courses

Course Description:

A new style of cellphone photography and video is producing a wave of imagery on an unimaginable level. Using this viable new media, students will take photographs and video—transforming the everyday snap shots and video into an artistic body of work creating photo and video journals that focus on both personal and social issues—creating an evolution of contemporary educational videos.

This class will dare students to look inward while studying their surroundings, and to question how they make judgments and decisions with regards to their own environment. By using the classroom “Documentary Kit”, they will focus on relevant issues that directly affect them, and the environment they portray. By taking action outside the classroom and re-examining previous research, and then translating it to the Internet and alternative art spaces, the opportunity to change the perceptions of the viewing audience grows to a larger scale.

This class will challenge perceived ideas and issues by documenting people and places that do not fit into society’s notion of the norm. Students will focus on the forgotten and ignored that are part of our everyday lives. They will discover what happens to the places and the people who fall within these grey areas. These documents will become their visual voices.

Student Expectations:

Create community based original photographs and video using only smartphones. Projects will examine social issues. This course will illuminate the student’s understanding of social issues and how they affect their surrounding environment. By establishing a connection with other departments on campus and organizations in the San Diego area, the student will make a link from research outside of standard avenues.

Class Goal:

Students will use the skills learned in class and incorporate them into their future research. The main goal of class is setting a foundation for a successful career path.

Action Research:

The students will design an educational based project from a variety of topics or asked to come up with one of their own. The main module of the course is to focus on documenting a social component that is also academically based. Once the project is approved they will go out into the field with their “Documentary Kit.”

Research in Action:

Once all the data is collected, the students will produce a short video, which will be distributed on the class website and a variety of other websites. The second component will be printing their still photos that will be displayed along with their videos at an alternative art space.

Class Website:

Designed for distribution of information and educational videos.

Possible avenues include:

Youtube

Facebook

Flicker

Alternative Art Space

Example of Topic Positions:

- The University of California at San Diego (UCSD) turning “Green”
- Self-Defense Course
- Being an undocumented student
- Drug rehabilitation
- Stages of pregnancy
- Gangs in San Diego
- Violence in Tijuana
- Child Abuse
- Sexual Identification
- Sorority and fraternity life styles
- Anorexia Nervosa and Bulimia Nervosa
- Pornography in the media
- Stress of over achieving and grades
- Biases of the media
- Prostitution
- Religious Freedom
- Belief in a God

Some campus resources:

Recycling and Waste Management

Facilities Management

9500 Gilman Drive

Campus Services Complex, Building D

La Jolla, CA 92093-0908

Contact: Customer Relations Service

(858) 534-2930.

wsc@ucsd.edu

<http://blink.ucsd.edu/sponsor/facilities-mgmt/index.html>

LGBT Resource Center

9500 Gilman Drive #0023

La Jolla, CA 92093-0023

Phone (858) 822-3493

<http://lgbt.ucsd.edu/>

Contact: Michelle Strange

Sexual Assault & Violence Prevention Resource Center (SARC)
Phone: (858) 534-5793
Email: sarc@ucsd.edu
Student Services Center, 5th floor, Room 555 (map)
http://students.ucsd.edu/well-being/_organizations/sarc/index.html
Contact: Nancy Wahlig, MSW, LCSW Director
nwahlig@ucsd.edu

Office Students with Disabilities
Hours of Operation
Monday - Friday, 8:00am - 4:30pm
Mailing Address
University of California, San Diego
Office for Students with Disabilities
9500 Gilman Dr., #0019
La Jolla, CA 92093-0019
Telephone
858.534.4382
Email: osd@ucsd.edu (general email)
Contact: Joanna Boval, Director (Best way to reach is thru email)
Email: jboval@ucsd.edu
<http://disabilities.ucsd.edu/about/index.html>

Counseling and Psychological Services (CAPS)
(858) 534-3755
Hours (8:00am-4:30pm)
http://caps.ucsd.edu/resources_students_web/resources_students.html

Additional Resources Links:
<http://parents.ucsd.edu/resources/index.html>

Documentary Kit:

- Cellphone
- Tripod
- Tape Recorder
- Notebook
- Pen
- External lights
- Reflector
- External Drive

Programs Used:

- Photoshop
- iMovie

Requirements:

Attendance is required, as is participation in class discussion and successful completion of all assignments.

Camera stores:

www.nelsonphotosupplies.com	La Jolla and Little Italy locations
www.georgescamera.com	San Diego - North Park
www.Calumetphoto.com	Escondido
www.samys.com	Los Angeles
www.bhphotovideo.com	New York

Adding and Dropping

Adding and dropping now takes place on tritonlink, and waitlists are first-come, first-serve.

Students with Disabilities

Any concerns regarding the accommodation of disabilities should be directed to me as early as possible so that we can make timely arrangements.

Attendance:

Attendance in lectures and sections is mandatory. Participation in class discussion is recommended, and rewarded. Missing 3 or more of either will result in losing 5% of attendance/participation and missing 4 or more, will result in the loss of 10%. Every absence thereafter will result in the loss of one final letter grade.

No cell phones use during class. During guest speakers and lectures all computers must be off unless instructed.

Textbooks**Required:**

The Bare Bones Camera Course for Film and Video Tom Schroepel ISBN-10: 0960371818

Adobe Photoshop CS6 Classroom in a Book ISBN-10: 0321827333

Videojournalism: Multimedia Storytelling (VMS) Kenneth Kobre ISBN-10: 0240814657

iPhone Artistry Dan Burkholder ISBN-10: 1454701277

The iMovie '11 Project Book Jeff Carlson ISBN-10: 0321768191

Suggested:

iMovie '11 & iDVD: The Missing Manual (Missing Manuals)

Making Movies with Your iPhone Ben Harvell ISBN-10: 1454704047

Documentary Filmmaking: A Contemporary Field Guide; John Hewitt and Gustavo Vazques ISBN-978-0-19-537443-8

iPhone Obsessed: Photo editing experiments with Apps [Kindle Edition]
Dan Marcolina ASIN: B004NSVHI4

Class requirements

1. All work must be completed by the assigned due dates (See calendar in the syllabus). NO LATE work will be accepted.

2. All reading (and related web links) must be completed/viewed before they are discussed during lecture or section.
3. Attendance in sections and lectures are required.

Grades:

Participation	10 points
Project 1	5 points
Project 2	5 points
Project 3	10 points
Project 4	10 points
Project 5	10 points
Project 6	15 points
Artist Presentation	5 points
Quizzes	5 points
Final Project	25 points

Total	100 points
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All assignments should be turned in complete and on time. All assignments except the final project may be redone for a higher grade, but late assignments will not receive an “A” unless the student’s absence on the due date was excused. Executed well, redone assignments may increase the assignment grade by up to one letter grade. Grades will be figured on the conventional percentage scale. More importantly, grades are an important indication of how well you are doing in the course. “C” represents the minimum acceptable completion of the work and should be considered “average”. You will have to do above average work or superior work to get a “B” or an “A”, respectively.

A = Outstanding; pushing the limits of both the student’s creativity and the assignment.

B = Thorough, thoughtful, and creative approach to the assignment.

C = AVERAGE; minimum project requirements met.

D = Poor; does not meet minimum requirements.

F = Fail; failure to complete the assignment.

Schedule

Week 1

Lecture:

- Review of syllabus and materials needed
- Composition in photography and the Old Masters
- Getting to know your cellphone
- Campus resources
- Brake off in groups and brainstorm for upcoming projects

Reading:

- The Bare Bones Camera Course for Film and Video
- Adobe Photoshop CS6 Classroom in a Book (Chapters 1 -3 and 13)
- iPhone Artistry Dan Burkholder (Chapters 1 – 4)

Film: Moonrise Kingdom

Homework:

- Project 1 (Scavenger Hunt)
- Start project proposals
- 20 questions for Sexual Assault & Violence Prevention Resource Center (SARC)

Week 2

Lecture:

- NY Times: Iran and Twitter
- Photoshop basic review
- Color theory, and color balance
- Review working with apps and phone extras
- Local Editing vs. Global Editing

Presenter:

- Sexual Assault & Violence Prevention Resource Center (SARC)

Quiz 1:

- The Bare Bones Camera Course for Film and Video

Reading:

- Adobe Photoshop CS6 Classroom in a Book (Chapters 4 -6)
- The iMovie '11 Project Book (Chapters 1 – 4)
- iPhone Artistry Dan Burkholder (Chapters 5 - 9)

Due:

- Project 1 (Scavenger Hunt)
- Proposals

Homework:

- Project 2 (Color Balance and Composition)
- Question 20 questions for LGBT presenter

Week 3

Lecture:

- The search for civic engagement
- iMovie software reviews,
- Video production basic

- Storyboarding ideas and planning
- Update contacting people to interview
- Sebastiao Salgado

Presenter:

- LGBT office

Due:

- Project 2 (Color Balance and Composition)
- 20 questions for LGBT office

Reading:

- The iMovie '11 Project Book (Chapters 5 – 7)

Quiz

- Working with apps and resources on campus

Homework:

- Project 3 (Social Issues on campus)

Week 4

Lecture:

- Work of Matt Black
- Introduce artist for student presentations
- Photography as Activism: Images of Social Change
- Graciela Iturbide & Maras Munoz La Cultura De la Violencia & Marcela Taboada

Presenter:

- Members of San Diego Maquiladora Workers' Solidarity Network (SDMWSN)

Reading:

- Videojournalism: Multimedia Storytelling (VMS) Chapters 1 - 4

Due:

- Project 3 (Social Issues on campus)
- 20 questions for SDMWSN

Week 5

Lecture:

- Strategies of interviewing
- Language of film
- imovie demonstration
- Editing in imovie
- Shooting accessories

Reading:

- VMS (Chapter 5)

Due:

- Artist presentation
- Project 4 (Public Services on campus)

Homework: 15 questions for guest presenter Fred Lonidier

Week 6

Lecture:

- Final project topic reviews
- Workflow

- Advance editing
- Alternative editing options
- Uploading and sharing projects

Movie:

- Sin Aqua

Presenter:

- Fred Lonidier

Due:

- Project 5 (Public and Private Spaces)
- 20 questions for guest presenter Fred Lonidier

Reading:

- VMS (Chapter 6)

Quiz:

- iMovie and Photoshop

Homework:

- Project 6 (Issues in the News)

Week 7

Lecture:

- Contemporary Photographic Practices (Construct)
- Creating storyboards

Film:

- Florian Maier-Aichen from ART 21

Reading:

- VMS (Chapter 6)

Due:

- Project 6 (Issues in the News)

Homework:

- Final project storyboards
- Sign up of project meetings

Week 8

Lecture:

- History of artist activist in the Asia and Latin America
- Individual meetings over final project
- High Dynamic Range Imaging (HDR)

Presenter:

- The Women's Center

Reading:

- Kaprow, Alan, "Happenings", (1961)
- VMS (Chapter 6)

Quiz

- VMS, photoshop, imovie

Due:

- Final project storyboards
- 5 questions for Women's Center

Homework:

- Project rough cuts

Week 9

Lecture:

- Examples of final projects

Review in class work for improvement and critiques

Week 10

Final Week: Final project presentations 9 a.m.- 12 p.m.