



# IM376

## Integrated Media Arts Lab II

M/W 11:00 am – 12:50 pm  
Kepple Hall Room 114  
3 Credits

instructor: Ryan Gibboney  
office: Kepple Hall Room 207  
email: gibboney@juniata.edu  
phone: 814-641-3575  
office hours:  
M/W 10 – 11am T/Th 12 – 1pm  
meetings also by appointment

### **COURSE DESCRIPTION**

Integrated Media Arts Lab II is a laboratory context of experimentation and discussion for students in the IMA Program. The course explores the methods and practices of creative industry standards and professional business practices of being a creative entrepreneur in a competitive world. Students will work on multiple individually driven creative projects to find their personal brand including the development of their online presence as a self promotion tool. By the end of the semester students will understand the business side of creativity including ethical obligations, intellectual property, contracts, negotiation techniques, time tracking, and pricing in a business setting. Prerequisite IM375, sophomore standing or higher.

### **LEARNING OUTCOMES**

In the Integrated Media Arts Lab II we will explore the use of technology and design to execute our creative ideas for client based and/or individually driven creative projects. Throughout the semester students will gain a hands-on and interactive experience using various technologies and platforms to execute their ideas. The goal of the course is to provide students with the practical knowledge, confidence and critical skills necessary to go out independently and seek professional work in a competitive creative industry of their choice.

### **COURSE FORMAT**

The course will consist of lectures and training labs, in and outside of class exercises and project assignments. Students are held responsible for participation in both class discussions on workshop days in addition to outside of class on their individual projects. This is a heavy content and discussion based course, thus the use of cell phones is not permitted in class.

### **ATTENDANCE POLICY**

We will be covering a great deal of highly technical ground and moving quickly, it is imperative that students attend each class. Attendance to class is mandatory. There are **2 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 2 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **5th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

## ASSIGNMENTS

The projects are designed to encourage students to express themselves as Integrated Media Artists. Specific guidelines and software instructions are posted on Moodle for each assignment. Lecture discussion and workshop days are key ways to participate in class.

*Additional assignments and/or quizzes may be given without written notice or announcement.*

- Late assignments are due by the start of the next class meeting and will automatically be reduced by one full letter grade.
- Good grades result from attending class, participation, hard work and diligence. Thus, there is no extra credit.
- Following the instructor's guidelines for projects is key as they have the potential to affect your grade. If you have questions, ask in class or feel free to e-mail your instructor directly to schedule a meeting.

## GRADING

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
75-79	C+
70-74	C
65-69	C-
60-64	D+
55-59	D
50-54	D-
0-50	F

## GRADING GUIDE

Project 1 . . . . .	100 points
Project 2 . . . . .	100 points
Project 3 . . . . .	100 points
Class Participation. . . . .	100 points

**400 total points**

## REPRODUCTION OF STUDENT WORK

Juniata College retains a non-exclusive right to reproduce all Integrated Media Arts (IMA) student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

## ADA STATEMENT: STUDENT ACCOMMODATIONS

Juniata College is committed to providing equitable access for learning opportunities to students with documented disabilities (e.g. mental health, attentional, learning, chronic health, sensory, or physical) under the American Disabilities Act. To ensure access to this class, please contact Patty Klug, Coordinator of Disability Services, at [klugp@juniata.edu](mailto:klugp@juniata.edu) or at 814-641-5840 to engage in a confidential conversation about the process for requesting reasonable accommodations in the classroom. Accommodations are not provided retroactively, so students are encouraged to register with the Disability Services preferably by the start of the semester and before the Drop/Add period; however, requests can be made at any time. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Juniata College encourages students to access all resources available through Academic Support in the office of QUEST for consistent support and access to their classes. More information can be found online at [Juniata.edu](http://Juniata.edu) under Academic Support Services and "Disability Services," or by contacting the office at 814-641-3160.

## **ACADEMIC INTEGRITY**

All members of the Juniata College community share responsibility for establishing and maintaining appropriate standards of academic honesty and integrity. Students oblige themselves to follow these standards and to encourage others to do so. Faculty members also have an obligation to comply with the principles and procedures of academic honesty and integrity as listed here through personal example and the learning environment they create. One of the strongest traditions in higher education is the value the community places upon academic honesty. Academic integrity is an assumption that learning is taken seriously by students and that the academic work that students do to be evaluated is a direct result of the commitment of the student toward learning as well as the personal knowledge gained. Academic dishonesty, therefore, is an attempt by a student to present knowledge in any aspect as personal when in fact it is knowledge gained by others. The associated penalty will be based on the nature and seriousness of the offense, ranging from an official warning, a reduced or failing grade for the assignment, to a reduced or failing grade for the course.

## **COURSE WITHDRAWAL POLICY**

A withdrawal grade of W is recorded when a student drops a course after the official drop/add period at the beginning of the semester and before the withdrawal deadline

**The deadline to withdraw from this course is March 9th, 2018 by 12:00 noon.**

Unofficial withdrawals from all courses are recorded as F. Withdrawals from class are considered unofficial if the student fails to make satisfactory arrangements at the Office of the Registrar.

## **NAMES AND PRONOUNS**

Many people use a name in daily life that is different from their legal name. In this classroom, we seek to use people's preferred names and pronouns. You are invited (if you want to) to share the name and the pronouns you go by. In this classroom, we will respect and refer to people using the names and personal pronouns that they share.

## **REQUIRED MATERIALS**

### **External Hard Drive**

Recommended minimum of 100GB free disc space – It is your responsibility to back up your work and keep all files organized outside of your Juniata drives/desktop computers. Saving work on the computers in the classroom is not a professional option as the files may be lost and unable to be retrieved.



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### Spring 2019 Project Rubric

#### **Personal Passion Project . . . . . 100 points**

Choose a subject that you are passionate about that will showcase your skills, allow you to learn a new skill, and most importantly create a top portfolio piece you are proud to showcase! Spend dedicated time on the project of your choice that incorporates time tracking, deadline setting, proofing of stages, and final deliverables. The end goal is to present this work and research at Liberal Arts Symposium in April or in another public venue.

You will develop: a campaign of multiple deliverables (poster, social media campaign, videos, etc) or one larger deliverable (a longer video, animation, documentary, information design poster, etc). The final deliverables are up to the student and the professor to agree upon.

#### **Your Print and Web Presence . . . . . 100 points**

Your Web and Print Presence is your first impression! Highly creative and differentiated personal branding, one stop e-Portfolio, thorough contact information, a well written and unique About Me page, quality business cards are key to making the right first impression.

You will develop: a highly creative and differentiated way to present yourself online and in person. Setup an e-portfolio, website, LinkedIn, Facebook Business Page, etc with a creative About Me section, your work, and most importantly your contact info. Craft a well written resume, designed business cards, and any other items that will spread the word about your creative services to potential clients and collaborators.

#### **Professional Business Documents . . . . . 100 points**

Behind the Scenes: How do you protect and handle yourself in the creative world? We will discuss time tracking for client work, creating an hourly rate that is industry and talent based, contract negotiation, ethical guidelines, copyright/intellectual property, watermarking your work.

You will develop: a cover letter, estimate, contract, invoice, thank you letter, and a brand study template to showcase your work. In addition, crafting proper e-mail correspondence, identifying your hourly rate, a project estimate, and brand study document to show the process of working with you on a project to potential clients.

#### **Class Participation . . . . . 100 points**

Attend class regularly and always contribute to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives. Participate in class discussions and ask questions during guest presentations.

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## IMA LABS II

SPRING 2019 SCHEDULE

M/W 11:00 am – 12:50 pm / Kepple Hall 114+210

Date	Day	Project Deadlines
01/22	M	First Class. Review Syllabus, Discuss Projects, Get to know each other
01/24	W	Lecture: Job Descriptions & Your Position, Identify personal project ideas, review books
01/29	M	Discussion: The Design Process. Work in class on Project Proposal for Passion Project
01/31	W	Project Proposal Due for Passion Project. Present in Class.
02/05	M	Lecture: Superbowl commercials
02/07	W	Lecture: Time Tracking for Client Work
02/12	M	Lecture: Documenting your work, Workday Passion Project
02/14	W	Lecture: Typography Presentation, Workday Passion Project
02/19	M	Week 3 Check In Passion Project
02/21	W	Workday on Passion Project
02/26	M	Lecture: The first client meeting, Workday
02/28	W	Lecture: Creative Work Environments, Workday
03/05	M	Lecture: What happens with your files, Workday
03/07	W	Lecture: Self sustaining your creative business
03/12	M	CRITIQUE: Midpoint Progress Presentations/Reflection Paper DUE
03/14	W	Lecture: Naming your business, Workday
<b>SPRING RECESS</b>		
03/26	M:	Discussion: Print and Web Presence. Workday: Print and Web Presence
03/28	W:	Lecture: Finding Clients: Making connections in a competitive world Workday: Print and Web Presence
04/02	M:	Workday: Print and Web Presence
04/04	W:	Workday: Print and Web Presence
04/09	M:	Print Presence DUE, Critique Workday: Web Presence
04/11	W:	Workday: Web Presence
04/16	M:	Workday: Web Presence
04/18	W:	LAS Preparations
04/23	M:	Discussion: Professional Business Documents Professional Business Documents Workday
04/25	M:	Professional Business Documents Workday
04/30	M:	Passion Files DUE, LAS Presentation Files DUE
05/02	W:	Web Presence DUE, Professional Business Documents DUE, Critique
05/07	M:	LAST CLASS

*\*Schedule is Subject to Change.*

SPRING 2019 / IM376 / GIBBONEY