Video for Performance: THTR 3876:0001
Cross References: DANC 3876 | CINE 3876 | INTM 3876 | DIGA 3876

Spring, 2020 || T & TH: 3:30p - 5:20p
Studio: ABW250 || Computer Lab: ABW360

Course Website: https://icon.uiowa.edu/

Approved GE for students admitted Summer 2017 and after: Engineering Be Creative

Prerequisites: THTR/DANC 3890 or THTR/CINE 1834 or by permission of the instructor

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

Instructor
Daniel Fine, Assistant Professor of Digital Media in Performance

Office/Studio Hours in ABW250: M: 2:30p-3:30p | T&W: 5:30p-6:30p or by appointment*.

Office: TB138 (theatre building)
Email: daniel-fine@uiowa.edu **
Phone: 319-353-2703 ***
DEOs: Theatre: Mary Beth Easley, TB105 || Dance: Rebekah Kowal HH E114C

*Listed office hours held in ABW250.

**I generally respond to email during business hours within 24-48 hours.

***I do not use my office phone. Preferred method of communication is via email, during office hours or by appointment.

Course Description
An introduction to the aesthetics and practical applications of digital media design for live performance, including content creation, system design and content optimization for media servers. Open to students from any department with an interest in designing, creating, and displaying digital media for theatre, dance, concerts, corporate events, gallery installations, VJ sets, and architectural projections. Working with professional software (Adobe Creative Cloud including Illustrator, Photoshop, Premiere Pro, Audition, and After Effects) students learn how to create digital art work and integrate it into live performance and entertainment events via projections, media servers and digital displays.

Course Objectives and Goals
1. Understand the basic concepts, theories and practical applications of incorporating video into live performance.
2. Develop applied knowledge of creating video by designing and realizing projects with various analog, digital and new media technologies for a variety of live experiences.
3. Understand the meaning making, workflow, process, technology and creative process for implanting video into live performance.
4. Work collaboratively across disciplines to investigate multimedia approaches to contemporary live experiences and new modes of storytelling with video.
5. Develop skills in manipulating digital assets such as photos, videos, text, and live video streams.
6. Operate computer, video, projection, sensor, and camera equipment.
7. Be able to perform basic-intermediate, media server skills in QLab and basic-intermediate content creation in After Effects CC.
8. Develop the organizational and artistic skills necessary to successfully design and implement video into live performance.

9. Improve teamwork and communication skills.
10. Critique and evaluate work.

Readings & Texts
Required text:
Digital Media, Projection Design, & Technology for Theatre by Alex Oliszewski and Daniel Fine.

Available as a digital download (PDF) through the University of Iowa library. If you choose to purchase this text, please let me know so I can track sales and donate my royalties from the sale to a charity, so as not to profit from students.

While the following texts are suggested, if you plan on a career in incorporating video into performance, these are must-have books for your library:
- *Digital Performance: A History of New Media in Theater, Dance, Performance Art and Installation* by Steve Dixon
- *Mapping Intermediality in Performance* edited by Sarah Bay-Cheng, Cheirl Kattenbelt, Andy Lavender and Robin Nelson
- *Entangled: Technology and the Transformation of Performance* by Christ Salter
- *Performance and Media: Taxonomies for a Changing Field* by Sarah Bay-Cheng, Jennifer Parker-Starbuck and David Z. Saltz
- *The Transformative Power of Performance: A New Aesthetics* by Erika Fischer-Lichte
- *Understanding Media: The Extensions of Man* by Marshall McLuhan
- *Liveness: Performance in a Mediatized Culture* by Philip Auslander
- *The Language of New Media* by Lev Manovich
- *Hamlet on the Holodeck: The Future of Narrative in Cyberspace* by Janet Horowitz Murray
- *Live Movies: A Field Guide to New Media for the Performing Arts* edited by Kirby Malone and Gail Scott White
- *The Builders Association: Performance and Media in Contemporary Theater* by Dhannon Jackson and Marianne Weems
- *theatre and social media* by Patrick Lonergan

Technology Requirements
It is your responsibility to ensure you have a working computer or access to a computer lab with the required software installed and functional for this course. You will need to use Adobe Creative Suite CC (After Effects, Photoshop, Premiere Pro, Audition, Etc.), Qlab, word processing software, amongst others to complete assignments.

Students will have the ability to checkout equipment for class projects. Please see sections on studio and equipment use below and on ICON for more detailed information. You will need to provide headphones or earbuds for working with audio when in any university computer lab or library.

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Access to http://lynda.uiowa.edu via your Hawk ID to view posted tutorials.

Assignments and Percentage of Final Grade
Per the College of Liberal Arts and Sciences, the outside of class workload you should expect in order to be successful in this course is a minimum of 6-8 hours per week.

Projects may or may not be collaborative. Each student on a team is expected to complete a similar amount of work and to contribute equally to the project.

All assignment descriptions, due dates, and rubrics posted via ICON. Refer to each assignment on ICON for specific instructions regarding expectations, deadlines, and submission. Course grades will be based on the

criteria below. Please note that this is *tentative and subject to change.* While no new projects will be added, it is possible that an assignment will be dropped or altered. Announcements will be made in class, via ICON, and/or email.

Assessment	Points	Learning Objectives
Attendance	150	In order to succeed in this course, you need to be present for lectures, in-class discussions, assignments and critiques.
Class Participation	175	You must not only be present, but you must participate in class discussions, lectures, group projects and activities.
Reading Posts (10 @20 points each)	200	For each reading, you must post 1 thread on the ICON discussion board.
Semester Long Project (330 total):		
1. Research	30	Ability to create visual research for a design
2. Design Concept	30	Ability to create a design concept
3. Cue Sheet	30	Working with scripts, cues, etc.
4. System Diagram	30	Systems
5. Projector Placement/Lensing	30	Working with projectors
6. Rough Content	30	Content
7. Content Creation/Mapping	150	Masking, Mapping, Content Creation, Cueing, Media Server
Small Projects (145 total):		
1. AE: Perfect Loops	15	Content creation
2. AE: Custom Shapes	15	Content creation
3. AE: Particles	15	Content creation
4. Qlab Basics: Mapping/Cueing	50	Masking, Mapping, Warping, Media Server, Projectors, Cueing
5. Me & You: Performer, Design, Video	50	Performers, Design and Video Integration
Total:	**1000**	

Grading Policy and the Use of +/-
Grades will be awarded on an A to F scale, including plus and minus. Each project will receive a numeric grade based on the published rubric, in addition to verbal critique in class. This is a points-based class with grading on a 1000-point scale - there is no curve. In this course, letter grades mean the following:

Grade	Points	Description
A+	1001+	You are a ROCK STAR! This is an extraordinary achievement.
A-/A	900-1000	Superior accomplishment.
B-/B/B+	800-899	Above average achievement.
C-/C/C+	700-799	Average work.
D-/D/D+	600-699	Below average performance.
F	0-599	Failure to meet basic course requirements.

Course Schedule
The following provides a *tentative* schedule of events, including assignment due dates. I reserve the right to make changes as needed; announcement will be made in class and will be kept up to date on ICON. The tutorials are NOT graded. However, if you don't do them, you won't learn how to use After Effects or Qlab. The dates when the tutorials are due are suggested to keep you on track for the course.

Week	Class	Date	In Class	DUE				
				Semester-Long Project	**Small Project**	**Reading**	**Reading Post**	**Tutorial**
WK 1	1	January 21 (T)	Intro/Gear/Space					
	2	January 23 (TH)	Examples/What is it?			1		
	NA	January 24 (F)	NA				1	
WK 2	3	January 28 (T)	Content Creation, Research, Design Concept, Cueing			2		
	4	January 30 (TH)	AE Tutorial: Compositing			3		AE Basic
	NA	January 31 (F)	NA				2 & 3	
WK 3	5	February 4 (T)	AE Tutorial: Shapes & Animate On			4		AE Shapes
	6	February 6 (TH)	AE Tutorial: Perfect Loops					AE Effects
	NA	February 7 (F)	NA				4	
WK 4	7	February 11 (T)	Qlab Intro Tutorial					QLab1
	8	February 13 (TH)	Qlab/AE Open Day		AE: Perfect Loops			AE Keying
WK 5	9	February 18 (T)	Projectors & Media Servers	Research		5		
	10	February 20 (TH)			AE: Shapes			QLab2
	NA	February 21 (F)	NA				5	
WK 6	11	February 25 (T)	Process and Workflow & Integrating into the Team			6		QLab3
	12	February 27 (TH)	Masks		AE: Particles	7		
	NA	February 28 (F)	NA				6 & 7	
WK 7	13	March 3 (T)	Masks					
	14	March 5 (TH)	Surfaces	Concept		8		
	NA	March 6 (F)	NA				8	
WK 8	15	March 10 (T)	Crit Mapping/Cueing		Mapping			
	16	March 12 (TH)			Cueing			
WK 9	No Class	March 17 (T)	No Class					
		March 19 (TH)						
WK 10	17	March 24 (T)	Cameras & Displays			9		
	18	March 26 (TH)						
	NA	March 27 (F)	NA				9	
WK 11	NA	March 30 (M)	NA	Cue Sheet				
	19	March 31 (T)	Work on Me & You or Rough Content					
	20	April 2 (TH)						
WK 12	21	April 7 (T)	Work on Me & You or Rough Content					
	22	April 9 (TH)		Rough 1				

Week	Class	Date	In Class	DUE				
				Semester-Long Project	Small Project	Reading	Reading Post	Tutorial
WK 13	23	April 14 (T)	Crit Me & You		Me & You			
	24	April 16 (TH)						
WK 14	25	April 21 (T)	System/Lensing			10		
	26	April 23 (TH)						
	NA	April 24 (F)	NA				10	
WK 15	27	April 28 (T)	Work on Final Content/Mapping					
	28	April 30 (TH)	Crit Final Content/Mapping	Final Content				
WK 16	29	May 5 (T)						
	30	May 7 (TH)	Wrap Up	System Diagram & Lensing				

A Word about the Date and Time of the Final Exam
There is no final exam.

Course Policies

Communication
All email messages will be sent to you via your uiowa.edu email address, so you should be in the habit of checking that account every day or you should ensure that IOWA Mail forwards messages to another account of your choice. If you do not check your uiowa.edu email regularly you can expect to miss important course communications.

Late Assignments
Assignments are due on the day specified in the class calendar and via ICON. Late assignments will be marked down 5 points a day for the first 3 days they are late and will not be accepted after that. If there is a valid reason why you cannot hand an assignment in on time, please contact me prior to the due date to request an extension. Extensions are at the discretion of the instructor. Major project due dates and Crit sessions will not be rescheduled.

Attendance
Punctual and regular attendance is mandatory and highly correlated with your level of success. Students may be **absent two (2) times** for any reason or no reason at all during the semester. However, if you are absent on a project presentation/crit day when an assignment is due, you will lose points for that assignment unless the absence is excused in advance. Any absences beyond the second will result in a point reduction of 50 points per undocumented absence, excepting extreme and documented circumstances to be evaluated on a case-by-case basis. **Five (5) or more undocumented absences will result in automatic failure (F) in the course.**

If you are absent, you are responsible for getting and completing any assignments. If you have an approved absence with documentation, please provide the documentation in a timely fashion. Approved excuses include a documented medical condition or illness, death or illness in your immediate family, representing the University in an official capacity, mandatory religious obligations or unavoidable circumstances. If an extended illness or other emergency requires that you miss more than one class, please take it upon yourself to contact me and keep me aware of your situation. I am more willing to work with you during the semester then when grades are due at the end of the semester.

If you will not be present at a class, please take the following steps:
- Please let me know via email as soon as possible, preferably before class.
- If you are working on a group project, let all of your group members know that you will absent.
- Check ICON for any announcements.

- Get notes from a classmate.

Late Arrival/Early Departure
If you are in class within five minutes of class start time, you will NOT be considered late; arrive any time after five minutes and you are late. Late arrivals or early departures will be calculated at maximum of 80% for that day's attendance. Every fifth instance of lateness/early departure will be assessed as one (1) unexcused absence.

Participation
Active participation in discussion and critique sessions is crucial to this course as well as for your personal development. You should reference readings, prior assignments, prior projects, Pop Culture, etc. We learn how to make better work through talking about our own work and also the work of our peers. Our class is a safe space where all students can express their beliefs and opinions. During CRIT sessions we should share our thoughts respectfully and generously, keeping in mind the importance of making space for all voices in the class. If you repeatedly dominate conversations, talk off-topic, and/or provide unconstructive and/or rude criticism you will lose participation points.

Personal Devises and Computer Use in Class
- Laptops, tablets and/or phones may be used in class for taking notes, research and specified in-class activities, not for instant messaging, email, social networking or other distractions.
- Using devices for any use other than the ones listed above will result in a loss of participation points.
- Please silence your devices before entering the classroom. Consistent failure to do so will result in a loss of participation points.
- I understand that there are times when you need to be available to the outside world. If there is a situation when you need to text or answer a call, please let me know at the beginning of class.

Perhaps the Most Important Thing
Since I ask my students to think **creatively**, outside the box and to take **risks**, you are bound to **fail** at some point. Our classroom is a **supportive** atmosphere so we can fail along the path to **success**.

While it is extremely important to take our work seriously, it is also vital to have a **sense of wonder and play**; to have **passion** for what you do, but also to have **fun** doing it.

Our class is a **safe place** for ALL students. Please treat it as such.

ASK questions. Please seek me out during office hours. **I am here to help you learn and succeed.**

Disclaimers, Offensive Content, etc.
Art frequently reflects the philosophy and social norms of the society in which it is created. The material you will be exposed to this semester may cover societies with diverse religious beliefs and cultural morays. As a result, some of the work we will study may not reflect your values or worldview and should not be seen as an endorsement, but rather an honest academic inquiry into a variety of historically and socially significant artistic, political, theological and philosophical movements as reflected in art, technology and pop culture. In others words, be prepared to view cute cat videos.

This course may present material deemed offensive by certain students, either in readings, assignments, in fellow students' work, discussions or in lectures. There may be some challenging elements of profanity, sexual content, political views, and/or violence to which students will be exposed and/or students may explore difficult subject matters in their own work. These subjects are not intended for shock value but are legitimate investigations of subjects deserving of intellectual and emotional engagement. If this is a problem, I suggest you drop the course. No special accommodations will be made on the part of the professor to cater to individual student's tastes or aversions.

In discussions I may sometimes adopt an intellectual, moral, or theological opinion that differs from your

own. This is part of the Socratic Method, and should not necessarily be seen as an endorsement of the opinions I state, but rather as a "devil's advocate" argument intended to prompt the student into a deeper investigation of a topic.

ABW 250 Studio Use
Only the students enrolled in my classes are allowed in the studio outside of class time and for the strict purpose of completion of class assignments. More detailed studio rules, reservation system, and hours of operation are posted on ICON.

Equipment Checkout Policies
Students have access to equipment checkout for the strict purpose of completion of class assignments. Equipment check-in/out is located in ABW 250. Students are responsible for equipment in their possession. There is extremely limited tech support for portable hard drives. Make sure that you backup your data. Anything left on the hard drive at the end of the semester will NOT be saved and will be permanently deleted. The replacement cost of any gear not returned or damaged will be charged to your student account. If you do not pay this replacement cost fee, you may not be able to graduate or receive any official transcripts. More detailed check-in/out rules, policies, late fees, reservation system and hours of operation are posted on ICON.
http://checkout.uiowa.edu

Resources for Students
- Writing Center: http://writingcenter.uiowa.edu/
- Speaking Center: http://speakingcenter.uiowa.edu/
- Tutor Iowa: http://tutor.uiowa.edu/

CLAS Syllabus Insert

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance- absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic- fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email

Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about a course should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to CLAS in 120 Schaeffer Hall. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.