multi
MODAL

CTEC 3320 Multimodal Communication
Dr. Brian Horton, Fine Arts Building 413c
brianhorton@uta.edu
Class Location: FAB 411A
Class Time: Tue & Thu, 12:30PM - 1:50PM

Description of Course Content

Multimodal Communication applies contemporary communication theories and examines how meaning is constructed, interpreted and produced through multiple communication modalities. Students are expected to complete a theoretically informed, personal portfolio and accumulate skills in digital workflows, graphic creation and manipulation, audio-video editing, storyboarding, and compositing.

Prerequisite

COMM 3303 and (CTEC 2350 or meet UTA computer competency requirement).

Student Learning Outcomes

- Students will know how to apply multimodal theories and principles to client work
- Students will establish efficient multimodal workflows
- Students will be able to develop a design solution from a creative brief
- Students will be able to provide theoretically informed reasons why multimodal designs and messages are effective for specific audiences
- Students will develop branding strategies and executions for a client

Required Textbooks and Other Course Materials:

Zakia, R. (2007). Perception and Imaging. Focal Press.

All students should consider investing time and money learning new media. I recommend Lynda.com, TutsPlus.com, or teamtreehouse.com

Descriptions of major assignments:

- *DIGITAL MOOD BOARD.* Application of semiotics. A mood board is commonly employed in creative agencies to discover potential semiotic systems for a client.
- *BRAND SYSTEM.* Application of semiotics and rhetoric. A visual branding system includes logos, logo variations, icon sets, color systems and typographic systems.
- *STYLE TILES*. Style Tiles are an intermediary client deliverable between mood boards and high fidelity mockups.
- *WIREFRAMING.* Wireframes are basic representation of websites that are used to represent information architecture of a site, layout, and potentian user interactions with navigational controls.
- *WEB MOCKUPS*. Web Mockups are photorealistic compositions of a website before it has been coded.
- *ELEVATOR PITCH / CLIENT COMMERCIAL*. Audio-Video production. A 30-second to 1 minute commercial that communicates the essence of your client's product.

Tentative List of In-Class Activities/Mini-Projects:

- Ad Critique (Semiotics)
- Sleeveface (Rhetoric)
- HDR Photography (Sensation and Perception)
- Event Poster - Compositing (Sensation and Perception)
- Visual Memory Information Graphic (Memory and Association)
- Eidetic Memory Experiment (Memory and Association)
- Fragmentation Graphic (Space)
- Creative Cropping (Space)
- Space in Sound Design (Space)
- Timelapse Video (Time)
- Cinemagraph (Time + Motion)
- Parallax Video (Motion)
- Color Correction (Color)
- Color Enhancement and Photoshop Actions (Color and Value
- Black and White Photography/Black and White Conversions (Color and Value)
- Green Screen Techniques (Color and Value)
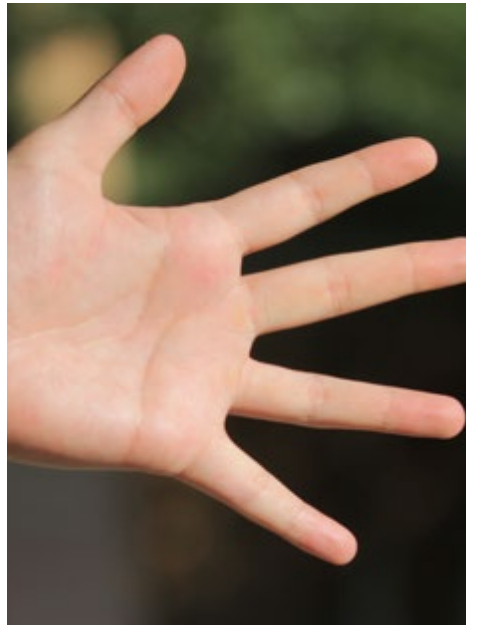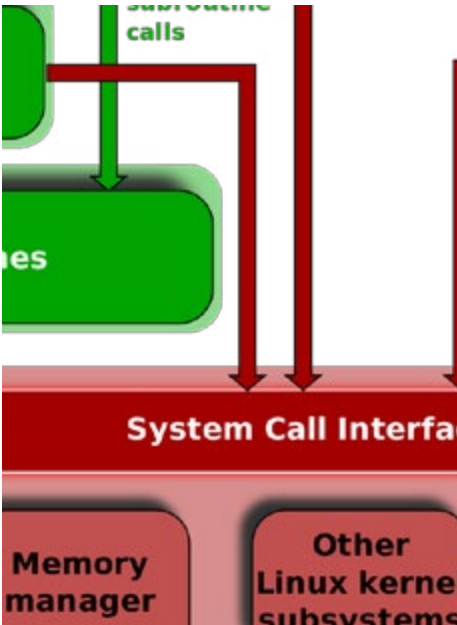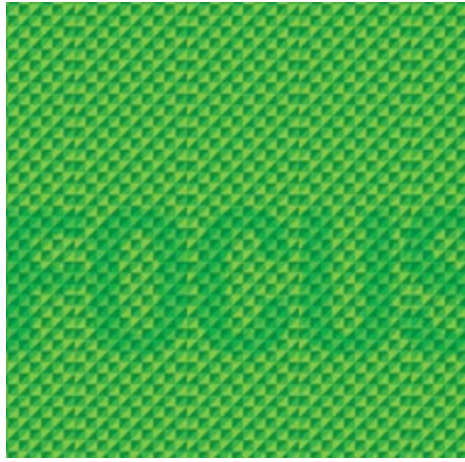- Sharpening Photos and Video (Contours)

Attendance

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section, attendance will be taken each class. If you are late by more than 15 minutes, you will be considered tardy; 2 tardies equal 1 absence. After your second absence, a 2% deduction will be applied to your final grade for each subsequent absence. If you are absent more than twice during a group quiz period, you must take the quiz by yourself and will be given an alternative version.

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

CAPE MAY COUNTY ZOO

Imagery

Possible Textures

Possible Colors

Snow Leopard

Zoo Headline
Port Ligat Slab from Google Web Fonts

Zoo Subhead
Port Ligat Slab from Google Web Fonts

Our zoo is a major attraction to the thousands of visitors to the shore and residents alike. Families who visit our zoo are always impressed by the lush country gardens, leisurely atmosphere and extensive natural environment.
PT Sans Narrow from Google Web Fonts

Text Link
Port Ligat Slab from Google Web Fonts

Button

no(w)here.

Tagline
Now here is creativity; creativity is nowhere.

Clear Space Requirements

The logo must have a clear space that is atleast 37px spacing all around in a square (illustrated above.)

Logo Sizing Print

Logo Sizing Web
140px

no(w)here.

Alternative Colors

C 0 0 0 0
R: 255 255 255
P: Black

C 0 0 0 0
R: 254 254 254
P: White

C 0 0 75 0
R: 252 231 99

Typography
ABCDEFGHIJKLM- 1234567890
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz
Gotham Black

Typography
ABCDEFGHIJKLM- 1234567890
NOPQRSTUVWXYZ

View Description Here   View Description Here

Resume.

Experience.   Skills.   Achievements.

Software   Skills

Share   Contact Us

User Name
Password
Login   Register

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sub nav level 2

sub nav level 3

sub nav level 3

to our Site

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Featured Content   Case Studies   HR / GIVE

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in the News

• 25 February 2011 Aenean erat mi, tempor eget pretium et. Nunc interdum lectus et eius ultricies vehicula.

Subroutine calls

System Call Interface

Memory manager

Other Linux kernel subsystems

ELLOW   O

GREEN

Make-Up Exams

Exams can only be made up with an officially documented excuse. All make=up exams will be conducted Friday, December 16th at 10:00AM. Absences due to job interviews, vacation plans, oversleeping and the like are not valid grounds for missing an exam and cannot be made up. You must resolve these issues before the exam date.

[Other Requirements: This class has the following prerequisites:

COMM 2315 - Communication Theory

COMM 3303 - Communication Graphics

Grading

ASSIGNMENT/ASSESSMENT	POINTS	TOTAL %
Mood Board	10pts	05%
Brand Multimodal System	50pts	05%
Style Tiles	20pts	05%
Wireframes	50pt	05%
Web Mockup	50pt	10%
Elevator Pitch	50pts	10%
Activities/Mini Projects (10pts each)	TBD	20%
GROUP QUIZZES (4 TOTAL)	100PTS	10%
Exam 1	100pts	15%
Exam 2	100pts	15%

Expectations for Out-of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

Drop Policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be

required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

The last drop date for the course is March 31, before 4:00 p.m. CST.

Americans with Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

Academic Integrity

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

> "I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
>
> I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code."

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located by the stairwells next to either of the elevators. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Student Support Services

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Disability Accommodations

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364.

Counseling and Psychological Services, (CAPS)   www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/

Librarian to Contact:

Evelyn Barker - ebarker@uta.edu | 817-272-6064

Jeff Downing - downing@uta.edu | 817-272-9505

Library Home Page	http://www.uta.edu/library
Subject Guides	http://libguides.uta.edu
Subject Librarians	http://www.uta.edu/library/help/ subject-librarians.php
Database List	http://www.uta.edu/library/databases/ index.php
Course Reserves	http://pulse.uta.edu/vwebv/ enterCourseReserve.do
Library Tutorials	http://www.uta.edu/library/help/ tutorials.php
Connecting from Off- Campus	http://libguides.uta.edu/offcampus
Ask A Librarian	http://ask.uta.edu

DATE	TOPIC	PREPARATION	HOMEWORK
01/17	▪ Introduction to course		
01/19	▪ Brand identity		
01/24	▪ Semiotics	PI Chapter 11; video lecture	
01/26	▪ Semiotics		
01/31	▪ Semiotics		Moodboard
02/02	▪ Rhetoric	PI Chapter 12	
02/07	▪ Rhetoric		
02/09	▪ Rhetoric		Group Quiz 1
02/14	▪ Gestalt, Selection and Perception	PI Chapter 1 and 2; video lecture	
02/16	▪ Gestalt, Selection and Perception		Brand System
02/21	▪ Gestalt, Selection and Perception		
02/23	▪ Memory and Association	PI Chapter 3; video lecture	Style Tiles
02/28	▪ Memory and Association		
03/02	▪ Memory and Association		Group Quiz 2
03/07	▪ Exam 1		
03/09	▪ No class		Wirefames
03/21	▪ Space	PI Chapter 4; video lecture	
03/23	▪ Space		
03/28	▪ Time		
03/30	▪ Time		Web Mockup
04/04	▪ Motion		

DATE	TOPIC	PREPARATION	HOMEWORK
04/06	▪ Motion		Group Quiz 3
04/11	▪ Color and Value		
04/13	▪ Color and Value		
04/18	▪ Contours	PI Chapter 5; video lecture	
04/20	▪ Contours		
04/25	▪ Illusion and Ambiguity	PI Chapter 6; video lecture	
04/27	▪ Illusion and Ambiguity		Group Quiz 4
05/02	▪ Catchup		Elevator Pitch
05/04	▪ Review for exam		
05/11	▪ Final Exam. 8AM - 10:30AM		