Media Storm CHIP

“Tell the Story”

Fall Term 2012

Course Information & Syllabus

HC 199H
CHC Advisor: Professor Helen Southworth
Chip Leader: Dashiell “Dash” Paulson
Class time and location: Friday 1:00 – 1:50 p.m. @ PLC 248

Introduction

Welcome to this year’s Clark Honors Introductory Program, Media Storm! This will be a whirlwind tour of modern media. We will be asking what media is, where media comes from, when media is effective, who creates media, and why it works.

In addition to learning more about modern media and innovation, this CHIP will also introduce you to the University School of Journalism and communication, one of the best of its kind in the US, and the Digital Arts Department, which is also pretty kick ass.

Expectations

1. Come to Class. Attendance is absolutely mandatory for this class and you need to bring a smartphone, computer tablet or laptop. Something with web access is required!
2. The class blog is **very important in this course.** Your only homework is going to the blog and viewing content packages called media bundles. The bundles have been carefully put together and should only take you under 15 minutes to view. That means you have no more than 15 minutes of homework per week. Besides the bundles, you should see what else has been posted on the blog, do your own blogging, post cool ideas and articles for the class to read. **New media is all about engagement and interaction. You are expected to follow suit for this CHIP.**

3. Read Scott McCloud’s Understanding Comics this summer. This book is about the art of comics and doesn’t address the internet or video, but McCloud’s analysis of how comics work and affect the human mind will be invaluable for our class discussions.

4. We will have a field trip in this class. Saturday, November 3rd, the class will go to Portland, Oregon for a tour of Wieden + Kennedy. You need to maintain your social and academic calendar so you can participate. In exchange for your time I’ll make sure we have fun and see some cool stuff.

5. This term you are required to meet with your CHC advisor and CHIP Leader Dash at least once. Your one on one with Dash needs to be scheduled before week 4 of the class. Dash will send out a doodle with available times. Your CHC advisor will be in contact about meeting with you.

6. Your final project will be a mixed media story made using what you’ve learned in class. Dash will help you plan out your project in your required one on one meeting with him. This project is mostly about having fun and experimentation so start brainstorming some ideas!

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**Calendar**

**Week 0 / Orientation:** Welcome! (Opening line: Hello and welcome to media storm.) During our zero week meeting, there will be introductions and a brief discussion of the syllabus. We will split up into teams of three and have ten minutes to build a comic strip). Facilitated conversation about food in the media and how media affects food consumption. CHIP dinner in two weeks will be announced.

**Week 1/Storytelling:** Come to class having watched Media Bundle # 1. In-depth discussion and QA of the syllabus. We’ll go over the purpose of the CHIP, the idea of media, and take a non-graded media quiz. Brief overview of what media is. Brainstorm the roles media serves in society. Discuss what makes a story and who storytellers are. Dash will remind the class of the CHIP dinner next week.

**Week 2/Form vs. Function:** Come to class having watched Media Bundle # 2. Guest speaker Bill Ryan will talk about typography, radio, visual presentation and other forms of media packaging. Discussion on media form vs. function. In the evening, at 7pm, Dash will lead a CHIP dinner at downtown Sweet Basil which the class will reach via the EmX.

**Week 3/Brave New Media:** Come to class having watched Media Bundle # 3. We will discuss media models, purveyors vs. creators and how media is changing in dramatic new ways. Discussion of mass media vs. personal media. Pros and cons of each model.
**Week 4/the Emerald:** Come to class having watched Media Bundle # 4. Field Trip! We will be meeting at the regular spot and walking to the ODE headquarters in the EMU. We will meet with the editor and chief Andy Rossback, software developer Ivar Vong, and publisher Ryan Frank about how the Emerald functions and its evolution into a digital media group with a bi-weekly print edition. This week there will be a showing of the hit documentary Art & Copy which strongly pertains to the next two weeks of content.

**Week 5/Media Mutations:** Come to class having watched Media Bundle # 5. Guest speaker Deb Morrison will talk about the modern industry, advertising and who media people are. Evolution and mutations in media, journalism and communication. Discussion of how journalism is changing. Citizen journalism vs. traditional journalism. New tools. Creativity.

**Week 6/Going Viral:** Come to class having watched Media Bundle # 6. This week is about viral content. How viral videos are produced and spread. The holy grail of modern media: going viral. Students will select best viral videos and send them to Dash who will use what he is provided to whip up a remix in the next week.

This Saturday, November 3rd, we will be going to Portland for a very special tour of the Wieden + Kennedy headquarters, one of the most influential and successful advertising companies in the world. Know who their first client was? A shoe—called Nike.


**Week 8/Your Story:** Come to class having watched Media Bundle # 8. This week we’ll examine making media. Innovations in media. How to make your own stuff. Why you should. Go over what we have learned and how it can apply to generating our own content. Generating ideas. Content creation. Personal storytelling.

**Week 9/Evolution:** Come to class having watched Media Bundle # 9. Design workshop. We’ll be presenting our final projects for peer review this week before everything goes up on the blog.

**Week 10/ The End:** Final class meeting. Present final projects.

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**Contact Information**

You can reach Dash at dashpaulson@gmail.com anytime. Additional contact info for Dash is on the blog. He checks his email and the blog at least twice a day, morning and night, and will respond to you as soon as he sees your message. Please put “CHIP” in the subject line to make sure you get a fast response!
You can reach your CHC advisor, Professor Helen Southworth at helen@uoregon.edu. Professor Southworth’s office is in 101G Chapman Hall.