



# IM275

## Integrated Media Arts Lab I

M/W 9:00 – 10:50 am  
IMSA 114  
2 Credits

instructor: Ryan Gibboney  
office: IMSA Office 207  
email: gibboney@juniata.edu  
phone: 814-641-3575  
office hours: Tue/Thu 1:00pm – 3:30pm

### **COURSE DESCRIPTION**

Integrated Media Arts Lab I is a laboratory context of experimentation and discussion for students in the IMA Program. This course explores the use of various creative technologies and the creation of end deliverables to provide students with a final portfolio of creative work. Students are given the opportunity to work in a creative lab environment on a group service-learning project in addition to personal projects. The class starts off working with a community partner to propose, plan, and complete a service based project. Students then complete multiple individual creative projects in addition to developing their creative personal brand. Prerequisite IM110, sophomore standing or higher.

### **LEARNING OUTCOMES**

The overall goal of this course is to provide students with the opportunity to gain a hands-on experience using various technologies and platforms in an open laboratory context. Students are critiqued in a formal setting on their creative projects. Students are evaluated on the group project based on their participation in meetings, personal reflection throughout the process of creation, and the individual final contribution to the creative deliverables. Students are also encouraged to find and develop their personal creative identity through an online portfolio platform in addition to a printed portfolio of creative work. By the end of the semester students will be comfortable designing in a team geared studio environment, working in collaboration with a community client, in addition to working individually on a creative visual campaign.

### **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 and 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.

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

## GRADING GUIDE

Project 1: Community Design Project . . . . .	100 points
Project 2: Creative Personal Branding . . . . .	100 points
Project 3: Personal Passion Project . . . . .	100 points
Final Portfolio: Print/e-Portfolio . . . . .	50 points
Class Participation. . . . .	50 points

**400 total points**

- 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

Points	Letter
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

## 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.

## STUDENT ACCOMMODATIONS

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, students with a documented disability are eligible to request reasonable accommodations. To make such a request or for more information, please contact Steve Ankney, Interim Director of Academic Support, in the Academic Resource Center by visiting his office in Founders Hall, emailing him at [ankneys@juniata.edu](mailto:ankneys@juniata.edu), or calling 814-641-3405. It is best to submit accommodation requests within the drop/add period, however, requests can be made at any time in the semester. Please keep in mind that accommodations are not retroactive.

## **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 [ONLINE](#) 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. In the event of academic dishonesty, the associated penalty will be assessed 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 WF or WP 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. WP signifies that at the time of the withdrawal the student was passing the course. While a WF signifies that at the time of the withdrawal the student was failing the course; WP and WF grades are not calculated into the GPA.

### **The deadline to withdrawal from this course is OCTOBER 11th, 2017 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.

## **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. 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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## Fall 2017 Project Rubric

### **Community Design Project .....100 points**

Design Research and Inspiration Images (10pts)

Group Participation (20pts)

Reflection Paper (20pts)

Overall Individual Contribution (50pts)

Final materials contributed to total project meet the client needs in addition to the team needs. You asked for feedback along the way from your classmates, the client, and the instructor. This feedback helped to identify your personal contribution needs. Your progress check-ins reflect the final product submitted (your working files show progress). You considered your ideas but made sure that they met the clients needs. Your final working files were submitted in a format that the client can utilize following project completion.

### **Creative Personal Branding .....100 points**

Develop visual and written language for your very own creative personal branding. Evaluate your print and online professional presence. Design a resume in InDesign in addition to a basic Word document resume for internship and job applications. Create a Vision/Mission statement that works as a professional about me. Consider print promotional materials such as business cards, in addition to your online presence. Develop a website plan for a creative portfolio site. Consider online platforms to showcase your work and goals professionally.

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

Choose a subject that you are passionate about. Choose a deliverable that you would like to learn to make: Poster design, animation, logo/branding, etc. Work with the professor as an advisor to help make this self driven project happen. You will submit a detailed project proposal that explains the deliverables, deadlines, and a rubric you wish to be graded by.

### **Final Portfolio: Print/e-Portfolio.....50 points**

Create a final presentation that highlights your creative portfolio work. This should be a pdf presentation that has individual pages for each project with images and detailed descriptions. Content may be directly copied from your website to your portfolio and from the portfolio to your website. Keeping content consistent and clear is key.

### **Class Participation .....50 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 client conversations in addition to critique.