DIG 6436: Ethnographic Storytelling and New Media
School of Visual Arts and Design
College of Arts and Humanities, UCF

COURSE SYLLABUS

Instructor:	Dr. Natalie Underberg-Goode	Term:	Fall 2016
Office:	OTC 500, Room 155	Class Meeting Days:	Mondays
Phone:	407 823-1140	Class Meeting Hours:	7:30-8:50pm
E-Mail:	Natalie.Underberg-Goode@ucf.edu	Class Location:	OTC 500
Website:	http://www.svad.cah.ucf.edu	Lab Location:	Conference Rm. A
Office Hours:	Mondays and Tuesdays 11-3pm		

Course Overview
In this class students will be introduced to theories and practices related to ethnographic storytelling using new media. Ethnography refers to the systematic study and recording of a culture, while considering ethnography as a form of storytelling requires considering the role of rhetorical techniques and subjectivity in communicating cultural knowledge to an audience. Digital ethnographic storytelling, then, involves adapting and transforming these ethnographic storytelling techniques across multiple forms of new media. Students will learn methods for representing real-life cultures through combining the characteristic features of digital media with the elements of story. These projects use the expressive and procedural potential of computer-based storytelling to enable audiences to go beyond absorbing facts about culture to entering into the experience of that culture. As part of the class, students will learn how to design and prototype a new media project designed to share cultural stories. The class will learn to create digital stories using video editing and non-linear story creation tools.

Online Course Structure
This mixed-mode course will involve a combination of in-class and online components. In-class components may include discussions, tutorials, presentations, and project work sessions. Online components include a combination of video, written materials, multimedia projects, assigned readings, and discussions.

Course Objectives
The student will learn:
- The theory and practice of digital ethnographic storytelling
- The relationship of literary and visual ethnography to multimedia ethnography
- How to use principles of computer game design for cultural projects
- How to develop and analyze digital stories
- How to create team-based real-world digital media projects in a theoretically sophisticated way

Course Prerequisites

None.

Required Texts and Materials
There are no required texts to purchase for this class. Students will be required to play/read/watch multimedia story projects and read scholarly articles and book excerpts. These are freely available and/or will be made available in PDF form and may be linked from each module or included within the module materials. If you have difficulty accessing or running any text, contact the professor immediately for assistance.

Grading

Assessment	Percent of Final Grade
Syllabus quiz	5%
Digital Ethnographic Storytelling Project	35%
Analytical Assignment	20%
Individual Project Proposal	10%
Attendance and Participation	30%
	Total: 100%

Grading Scale (%)	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0 - 59	F

Grade Dissemination

Graded materials in this course will normally be returned individually during class meeting times within two weeks of being turned into the instructor.

Course Policies: Grades

Late assignments and incompletes will not be accepted or arranged except in documented medical or family emergencies and after real-time (face-to-face, phone, or IM chat) discussion with the instructor.

Course Policies: Technology and Media

Email: Students can email at any time. Emails typically receive a response within one business day (this does not include weekends or holidays). UCF policy requires you to use your UCF email account to communicate.

Webcourses: As this is a mixed-mode course, some course components will be handled on Webcourses, and some during in-class time. The syllabus will indicate which assignments/course components are mediated through Webcourses (designated **WEB**), and which will be in-class activities (designated **IC**). It is your responsibility to ensure that you receive and read announcements. The Online at UCF helpline can help you if you have any questions or concerns about this. They can be reached at 407 823-0407.

Course Policies: Student Expectations

Disability Access: The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students who need accommodations must be registered with Student Accessibility Services,

Ferrell Commons Room 185, phone (407) 823-2371, TTY/TDD only phone (407) 823-2116, before requesting accommodations from the professor.

Professionalism Policy: Professionalism in conduct is expected at all times. Students who habitually disturb the class by talking, arriving late, etc., and who have been warned may suffer a reduction in their final class grade. Because this is a mixed mod course, students may also be participating in virtual discussions throughout the semester. While the professor will be moderating, please remember to use the discussion boards professionally and respectfully. Harassment of fellow students, racist and sexist attacks, and trolling will not be tolerated. Students who continually engage in harmful and disruptive behaviors will be asked to leave the class. If you experience problems with another student in the class, please report it for further assistance.

Academic Conduct Policy: Academic dishonesty in any form will not be tolerated. If you are uncertain as to what constitutes academic dishonesty, please consult The Golden Rule, the University of Central Florida's Student Handbook (http://www.goldenrule.sdes.ucf.edu/) for further details. As in all University courses, The Golden Rule Rules of Conduct will be applied. Violations of these rules will result in a record of the infraction being placed in your file and receiving a zero on the work in question AT A MINIMUM. At the instructor's discretion, you may also receive a failing grade for the course. Confirmation of such incidents can also result in expulsion from the University.

Important Dates to Remember*

Syllabus quiz due Friday August 26 5pm

IRB Protocol submission and CITI training completion due Sunday Monday September 12 before end of class (8:50pm)

Individual Project Proposal due Monday September 26 before end of class (8:50pm)

Analytical Assignment due Monday November 21 before end of class (8:50pm)

Digital Ethnography Storytelling Project due Monday November 28 before end of class (8:50pm)

Class Schedule

Date	Module Title	Lecture and Readings	Assignments and Exams
August 22-September 9 Note: Monday Sept. 5 is a	Module 1: Literary and Visual Ethnography and Storytelling	Lecture: Introduction to Class Lecture: Literary and Visual Ethnography and Storytelling Module Topics: 　　Literary ethnography 　　Visual ethnography 　　Narrative turn in cultural	• Syllabus Quiz • IRB Protocol and CITI training (if applicable)

UCF holiday		anthropology Read: Excerpt from Van Maanen, *Tales of the Field*; excerpt from Pink, *Doing Visual Ethnography*	

September 12-23	Module 2: Computer-Based Storytelling and Interactive Narrative	Lecture: Computer-Based Storytelling and Interactive Media
		
		Module Topics:
		    Properties of digital media
		    Elements of interactive narrative
		
		Read: Burgess, "Hearing Ordinary Voices: Cultural Studies, Vernacular Creativity and Digital Storytelling"; excerpt from Farman, *The Mobile Story*; excerpt from Miller, *Digital Storytelling*	

September 26-October 14	Module 3: Using Key Cultural Ideas and Game Principles	Lecture: Integrating Key Cultural Ideas into Digital Media Projects
		
		Lecture: Using Computer Game Principles for Cultural Heritage Projects
		
		Module Topics:
		    Key cultural ideas in digital design
		    Computer games and cultural heritage
		
		Read: Shen, Wooley, Prior, "Towards Culture-Centered Design"; excerpt from Cameron and Kenderdine, *Theorizing Digital Cultural Heritage*; excerpt from Champion, *Critical Gaming: Interactive History and Virtual Heritage*
			• Individual Project Proposal

October 17-28	Module 4: Project Conceptualization, Developing Teams, and Assigning Tasks	Lecture: Project Conceptualization
		
		Lecture: Project Design
		
		Module Topics:
		    Project conceptualization
		    Building teams
		    Assigning roles and tasks	

		Read: Lambert, *Digital Storytelling Cookbook* (PDF)	

October 31-November 11	Module 5: Introduction to and Using the Tools	Lecture: Introduction to the Tools
		
		Lecture: Using the tools
		
		Module Topics:
		    Video editing tools
		    Interactive storytelling tools	

November 14-December 2 and Final Exam (TBA)	Module 6: Project Development, Presentation, and Discussion	Module Topics: Project development workshop Note: Class will meet during the scheduled final exam. We will hold a final discussion and critique and plan for future project development and dissemination.	• Analytical Paper • Digital Ethnographic Storytelling Project

*Note: The Schedule is subject to revision

Essay/Project Assignments

Syllabus Quiz:

Due Date: FRIDAY August 26 5pm

As of Fall 2014, all faculty members are required to document students' academic activity at the beginning of each course. In order to document that you began this course, please complete the following academic activity by the end of the first week of classes, or as soon as possible after adding the course, but no later than August 26. Failure to do so will result in a delay in the disbursement of your financial aid.

For this class, you are required to complete a short syllabus quiz. Access your Webcourses@UCF (Canvas) course site following the directions below:

- Go to the myUCF portal (https://my.ucf.edu) and select the Webcourses@UCF button on the left side of the screen.

- Log in with your NID and NID password, then access each course by selecting it in the "Courses" dropdown menu at the top of the page.

- Find the "Syllabus Quiz" under quizzes and complete all questions.

Individual Project Proposal

Due Date: September 26 (during class, by 8:50pm)

Each student will complete a 3-5 page proposal for a project that applies ideas from class to their dissertation, thesis, or other planned future work. The assignment is designed to give students an opportunity to think through how ideas presented in class could be applied outside of the class project and to synthesize and find connections between the theoretical readings.

Analytical Assignment

Due Date: November 21 (during class, by 8:50pm)

Each student will create an analytical assignment analyzing the class project as it relates to ideas from class, readings, and discussion. As part of this project you will be presenting and discussing your assignment in class. The assignment is intended to give you practice in reflecting on the collaboration process and the creation of real-world projects in a theoretically sophisticated way.

Digital Ethnographic Storytelling Project

Due Date: November 28 (during class, by 8:50pm)

Students will design and prototype a digital ethnographic storytelling project during the course of the class. The project topic and medium(s) are open, but the project should demonstrate excellence in design, selection, and inclusion of cultural content, use of storytelling in a particular media platform, and collaboration.