

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



COURSE SYLLABUS

Instructor:	Dr. Natalie Underberg-Goode	Term:	Fall 2014
Office:	OTC 500, Room 130	Class Meeting Days:	Wednesdays
Phone:	407 823-1140	Class Meeting Hours:	6:00-8:50pm
E-Mail:	Natalie.Underberg-Goode@ucf.edu	Class Location:	BHC 131
Website:	http://www.svad.cah.ucf.edu	Lab Location:	n/a
Office Hours:	Mondays and Tuesdays 11:00am-2:30pm		

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 another 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 Adobe Premiere and use the ARIS (Augmented Reality Interactive Storytelling) authoring platform.

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 integrate cultural ideas into digital media projects
- *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. Readings will be made available to students. See course calendar below for readings.

Grading

Assessment	Percent of Final Grade
Syllabus Quiz	5%
Digital Ethnographic Storytelling Project	35%
Analytical Paper	20%
Individual Project Proposal	10%
Attendance and Participation	30%
	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 Work Policy: Late assignments and incompletes will not be accepted or arranged except in documented medical or family emergencies and after discussion in-person with the instructor.

Extra Credit Policy: Extra credit will not be offered.

Grades of Incomplete: Incompletes will not be accepted or arranged except in documented medical or family emergencies and after discussion in-person with the instructor.

Rewrite Policy: Rewrites, and requests to do a re-write, will be accepted after in-person discussion with the instructor within two weeks of receiving the graded assignment.

Essay Commentary Policy: Commentary on essays will be delivered in written format.

Group Work Policy: If group work is involved in the class, students will have the opportunity to provide anonymous feedback on their and other students' participation on the project. If a specific problem with the participation of a student is identified, the instructor will meet confidentially with the student to hear their side of the story and will determine after the meeting whether/how to resolve the situation. The best way to prevent this problem is to contact the instructor as early in the course as possible to discuss any problems that arise so that everyone has a positive experience.

Course Policies: Technology and Media

Email: Email will be used to communicate with students. Technology questions should be directed to the UCF Tech Support at (407) 823-0407. Students can expect a reply to emails sent to the instructor within 48 hours or 2 business days. I do not normally respond to student emails during weekends.

Webcourses: We will use Webcourses primarily for the Syllabus Quiz and as a space to access class readings, although it may be used for other purposes for the facilitation of group and other class work.

Laptop Usage: Use of a laptop is accepted during class periods.

Classroom Devices: Recording of lectures (in any format other than taking notes) is not permitted.

Course Blog/Website: n/a

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

Attendance Policy: Attendance and participation are an important part of this class. The success of the class and the class project depends upon all students' active presence and participation each week. This includes coming to class prepared to discuss readings.

Professionalism Policy: Professionalism in conduct is expected at all times. Students who habitually disturb the class by talking, arriving late, etc., and have been warned may suffer a reduction in their final class grade.

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

Turinitin.com: n/a

University Writing Center: The University Writing Center (UWC) is a free resource for UCF undergraduates and graduates. At the UWC, a trained writing consultant will work individually with you on anything you're writing (in or out of class), at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information or to make an appointment, visit the UWC website at <http://www.uwc.ucf.edu>, stop by MOD 608, or call 407.823.2197.

Important Dates to Remember

Please note that this syllabus, like all syllabi, is subject to revision. Please consult the Fall 2014 Academic Calendar available at: <http://calendar.ucf.edu/2014/fall> for important dates related to Add/Drop, Withdrawal deadlines, etc.

Religious Observances

Students should notify the instructor by the end of the second week of classes regarding any conflicts caused by major religious services which will occur during the semester so that alternate arrangements can be made.

Class Schedule (Important Dates and Times)

Date	Finish This Homework Before Class/Due in Class	Topics to be Discussed in Class
Aug. 20	Assignment due: Syllabus quiz due August 27	Introduction to class Explanation of syllabus
Aug. 27	Reading due: 1)Excerpt from Van Maanen, <i>Tales of the Field</i> (University of Chicago, 2011). 2)Excerpt from Pink, <i>Doing Visual Ethnography</i> (Sage, 2013). Assignment due: Create IRIS ID and take CITI certification training if you will be conducting human subjects research	Introduction to Ethnographic Digital Storytelling I: Literary and Visual Anthropology and Storytelling
Sept. 3	Reading due: 1)Ryan, "Fictional Worlds in the Digital Age" (In <i>A Companion to Digital Literary Studies</i> , R. Siemens and S. Schreibman, eds., John Wiley and Sons, 2013). 2)Burgess, "Hearing Ordinary Voices: Cultural Studies, Vernacular Creativity and Digital Storytelling" (In <i>Continuum: Journal of Media & Cultural Studies</i> 20(2), 2006). 3)Excerpt from Farman, <i>The Mobile Story</i> (Routledge, 2013)	Introduction to Ethnographic Digital Storytelling II: Properties of Digital Media and Elements of Interactive Narrative
Sept. 10	Reading due: 1)Gearheard, "Using Interactive Multimedia to Document and Communicate Inuit Studies" (In <i>Etudes/Inuit/Studies</i> 29(1-2), 2005). 2)Shen, Wooley, Prior, "Towards Culture-Centered Design" (<i>Interacting with Computers</i> 18(4), 2006).	Integrating Key Cultural Ideas Into Digital Media Projects
Sept. 17	Reading due: 1)Excerpt from Champion, <i>Playing with the Past</i> (Springer, 2011) 2)Falk Anderson et al., "Developing Serious Games for Cultural Heritage: A State-of-the-Art Review." (In <i>Virtual Reality</i> 14(4), 2010)	Using Computer Game Principles for Cultural Heritage Projects
Sept.	Assignment due:	Project Design: Project Conceptualization

24	Individual Project Proposal Reading due: 1)Lambert, Digital Storytelling Cookbook (PDF) 2)ARIS Online Manual (available at: http://manual.arisgames.org/)	
Oct. 1	Reading due: 1)Excerpt from Miller, <i>Digital Storytelling</i> (2008)	Project Design: Building Teams and Assigning Roles and Tasks
Oct. 8	Reading due: 1)Selected training and links at http://arisgames.org/make/training/	Project Design: Introduction to the Tools
Oct. 15	Reading due: 1)Excerpt from Adobe Premiere guide	Project Design: Using the Tools
Oct. 22		Project Development Workshop
Oct. 29		Project Development Workshop
Nov. 5		Project Development Workshop
Nov. 12		Project Development Workshop
Nov. 19	Assignment due: Analytical Papers	Project Development Workshop
Nov. 26	Assignment due: Digital Ethnographic Storytelling Project	Student Presentations and Discussion
Dec. 3		Final Exam: 7:00-9:50pm

* Note: The Schedule is subject to revision

Essay /Project Assignments

Syllabus Quiz

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 27. Failure to do so will result in a delay in the disbursement of your financial aid. To complete this requirement, students will take a brief, untimed syllabus quiz which is available in the Quizzes section of Webcourses.

Individual Project Proposal

Each student will complete a 3-5 page proposal for a project that applies ideas from class to their dissertation or other planned future work.

Rubric

The assignment is worth 10 points, and will be graded according to how thoroughly and clearly it applies ideas from class to students' own dissertation topics or other planned future work.

Analytical Paper

Each student will write a 10-15-page academic paper analyzing the class project as it relates to ideas from class, readings, and discussions. As part of the project you will be presenting and discussing your paper in a conference-style format in class.

Rubric

The assignment is worth 20 points and will be graded according to how clearly and thoroughly it relates the class project to ideas from class, readings, and discussions, as well as professionalism and clarity in the paper presentation to the class (which includes facilitating discussion).

Digital Ethnographic Storytelling Project

Students will design and prototype a digital ethnographic storytelling project during the course of the class. Project specifics will be discussed in class.

Rubric

The assignment is worth 35 points and will be graded according to how well the project demonstrates excellence in design, selection and inclusion of cultural content, use of storytelling in a particular media platform, and collaboration.