



Communication and Creative & Performing Arts Division 1400 3322  
College Drive, Vineland, NJ 08360  
856-691-8600

**CO 217: Applied Media Aesthetics**  
Syllabus

Lecture Hours/Credits: 3/3

**Catalog Description**

*Prerequisite: EN 060*

Applied Media Aesthetics is a foundation course for Radio/TV/Film students and a prerequisite for future production courses. It is designed to introduce students to universally applicable aesthetic principles and terminology of media production through lectures, media examples and non-production projects. Students will identify, discuss and evaluate media elements and their reactions to them. These elements include lighting, color, screen space, time, motion, sound, editing and storytelling.

**Textbook and Course Materials**

It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook, and any other materials required for their specific course and section.

Click here to see current textbook prices at [ccnj.bncollege.com](http://ccnj.bncollege.com).

**Evaluation Assessment**

**Online Proctoring**

All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit [rcsj.edu/elearning/online-proctoring](http://rcsj.edu/elearning/online-proctoring).

**Grading Scale**

The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

## Rowan College South Jersey Core Competencies

(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2011)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

**Written and Oral Communication:** Students will communicate effectively in both speech and writing.

**Quantitative Knowledge and Skills:** Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems

**Scientific Knowledge and Reasoning:** Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.

**Technological Competency:** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals

**Society and Human Behavior:** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

**Humanistic Perspective:** Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language

**Historical Perspective:** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

**Global and Cultural Awareness:** Students will understand the importance of a global perspective and culturally diverse peoples.

**Ethical Reasoning and Action:** Students will understand ethical issues and situations.

**Information Literacy:** Students will address an information need by locating, evaluating, and effectively using information.

### CO 217 Core Competencies

This course focuses on two of RCSJ's Core Competencies:

- Humanistic Perspective
- Historical Perspective

**Student Learning Outcomes: Applied Media Aesthetics**

<b>Successful Completion of CO 217 will help students:</b>	<b>RCSJ Core Competencies</b>	<b>Evaluation / Assessment</b> (Additional means of evaluation may be included by individual instructors)
Analyze the physiological and psychological effects of visual composition, sound design, music and editing upon audience members	Humanistic Perspective Historical Perspective	Class Discussion  Quizzes  Written Assignments
Confirm standards of cinematic storytelling through editing, in narrative and nonlinear forms	Humanistic Perspective Historical Perspective	Class Discussion  Quizzes  Written Assignments
Compare visual composition for moving pictures with original compositions of their own	Humanistic Perspective Historical Perspective	Class Discussion  Quizzes  Written Assignments
Analyze the development of how aesthetics are used in modern productions as opposed to earlier productions	Humanistic Perspective Historical Perspective	Class Discussion  Quizzes  Written Assignments
Define and explain the differences in how aesthetic principles can be applied between the mediums of theatrical narratives, television narratives, short narratives, music videos, advertising, and related forms	Humanistic Perspective Historical Perspective	Discussion  Photographic  Written Assignments

## Topical Outline

### Classroom Lecture

Introduction and Begin Storytelling Unit Media: DVD The True Bride

Storytelling, Past and Present

Media: DVD O Brother Where Art Thou and Joseph Campbell and the Hero's Journey

Storytelling and the Aesthetic of Light

The Aesthetics of Color

Core Myth: Tragic Love (Orpheus and Eurydice)

In Class Exercise / Create a three Act story for a Feature Film based on an existing prime time television program

The Aesthetics of Sound

Camera Aesthetics

Character Aesthetics

Writing the Story: Step Outline

Writing the Story: Detailed Treatment

In Class Exercise / Create a three Act story for a Feature Film using the Faust Myth as your starting point.

Review, Workshop and Final Project Presentations Media: Children of Men and Wild Card Film

Review, Workshop and Final Project Presentations

### Class Policies

#### Attendance Policy:

Class attendance and participation in class discussions are essential to this course. Students are responsible for all materials during class absence and should make arrangements **with other students** to acquire class notes. If you are aware in advance of a class you must miss please notify the instructor and make arrangements to make up the work you will miss.

**Plagiarism:** Please refer to the online syllabus for definitions of plagiarism. The first instance of plagiarism will result in a zero (0) for that assignment and require a student instructor conference. A second offense will result in an F for the course. In addition, a second offense will be reported to the Dean of Liberal Arts and the Director of Student Affairs.

**Deadlines:** Project deadlines must be met. If your project is not finished at the scheduled time, it will affect your grade, unless you have made special arrangements with your instructor.

## Rubrics

Activity/Assignment		Levels of Achievement	
Criteria	Needs Improvement	Good	Excellent
Demonstrates Understanding of the Topic • image or activity demonstrates inclusion of ideas important to the topic. Weight 34.00%	60%	80%	100%
Composed or Organized Well: • Provides clear purpose and subject; supports conclusions/ideas /images with evidence related to the topic. Weight 33.00%	60%	80%	100%
Demonstrates Use of Research and/or Critical Thinking Skills • Identifies not only the basics of the activity/image, but recognizes nuances of the issues/ideas/assumptions related to the topic. Weight 33.00%	60%	80%	100%
Discussions		Levels of Achievement	
Criteria	Needs Improvement	Good	Excellent
Content	2 Points	4 Points	5 Points
	Topic is poorly developed, with vague or absent supporting detail. Trite ideas and/or unclear wording reflect a lack of understand of the topic. There is no indication of research or support for ideas.	Topic is evident with some supporting details; generally meets requirements of the assignments. Little indication of research or support for ideas	Topic is well developed, effectively supported, and appropriate for the assignment. Effective thinking is clearly expressed. Support for ideas is indicated, research is cited.
Organization	2 Points Writing is rambling and unfocused, with the main theme and supporting details presented in a disorganized, unrelated way.	4 Points Writing demonstrates some grasp of organization, with a discernible theme and supporting details.	5 Points Writing is clearly organized around a central theme. Each sentence is clear and relates to the others in a well-planned framework.

## **Affirmative Action Statement**

The Board of Trustees is committed to providing a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or [ajones@rcsj.edu](mailto:ajones@rcsj.edu) or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or [nalridge@rcsj.edu](mailto:nalridge@rcsj.edu). For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Carol Weinhardt, Director, Department of Special Services, ADA/504 Officer at 856-415-2247 or [cweinhar@rcsj.edu](mailto:cweinhar@rcsj.edu); or Cumberland Campus – Meredith Vicente, Senior Director, Department of Special Services/Project Assist at 856-200-4688 or [mvicent1@rcsj.edu](mailto:mvicent1@rcsj.edu)

## **Department of Special Services**

The Department of Special Services is committed to providing support services and ensuring equal access to eligible students with documented conditions/disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments Act (ADAAA).

### **(Gloucester Campus Location and Contact)**

Location: Instructional Center, room 425A.

Primary Contact: Director, Carol Weinhardt, (email) [cweinhar@rcsj.edu](mailto:cweinhar@rcsj.edu); or (phone) 856-415-2247.

### **(Cumberland Campus Location and Contact)**

Location: Center for Academic & Student Success (CASS)

Primary Contact: Senior Director, Meredith Vicente, (email) [mvicent1@rcsj.edu](mailto:mvicent1@rcsj.edu); or (phone) 856-200-4688.

## Reporting Allegations of Sexual Assault Resource Referrals (8/2021) Cumberland Campus

There are multiple safe places for students to report allegations of sexual assault, both on and off campus.  
Reports of sexual assault can be made to any of the following offices listed in the chart below.

All students are encouraged to report alleged crimes on campus.  
Employees must report crimes that pose an immediate threat to the campus Security Office, the local Police Department or the Sheriff's Office.

Service	Resource	Phone Number/Location/Website
<p style="text-align: center;"><b>Non-Confidential</b> Reporting  Law Enforcement</p>	<p style="text-align: center;">Vineland Police Dept.  Millville Police Department  Cumberland Co. Sheriff's Office  Cumberland County Emergency Services  Cumberland Campus Security 856-200-4706 (Direct)</p>	<p style="text-align: center;">856-691-4111  856-825-7010  856-451-4449  <b>9-1-1</b>  Andres Lopez, Director Safety and Security 856-200-4706</p>
<p style="text-align: center;"><b>Non-Confidential</b>  On-Campus Reporting Support Services</p>	<p style="text-align: center;">Almarie J. Jones Special Assistant to the President Diversity and Equity, Title IX and Compliance  Nathaniel Alridge, Jr., JD, Director Diversity and Equity, Title IX and Judicial Affairs  Kellie W. Slade Executive Director Student Services, Student Life</p>	<p style="text-align: center;">856-415-2154 Gloucester Campus College Center, Room116 <a href="mailto:ajones@rcsj.edu">ajones@rcsj.edu</a>  856-498-9948 Catherine J. Arpino Education and Humanities Center, <a href="mailto:nalridge@rcsj.edu">nalridge@rcsj.edu</a>  856-200-4615 Student &amp; Enrollment Services Center <a href="mailto:kslade@rcsj.edu">kslade@rcsj.edu</a></p>
<p style="text-align: center;"><b>Confidential</b> On-Campus Counseling and Support Services</p>	<p style="text-align: center;">Student Counseling and Wellness Center John Wojtowicz, LCSW</p>	<p style="text-align: center;">Academic Building – 1<sup>st</sup> floor 856-200-4760 <a href="mailto:jwojtowi@rcsj.edu">jwojtowi@rcsj.edu</a></p>
<p style="text-align: center;"><b>Confidential</b> Off-Campus Full-Service Support</p>	<p style="text-align: center;">Center for Family Services – Services Empowering Rights of Victims (SERV)</p>	<p style="text-align: center;">24/7 Hotlines Cumberland Co. – 1-800-225-0196 <a href="http://www.centerffs.org/serv">www.centerffs.org/serv</a></p>
<p style="text-align: center;"><b>Hospital</b> Sexual Assault Nurse Examiner on Site</p>	<p style="text-align: center;">Inspira Medical Center Vineland</p>	<p style="text-align: center;">1505 W. Sherman Ave., Vineland, NJ 856-641-8000</p>