**MEDA 4390 Topics/MEDA 4305.001**: Interpreting and Making the Visual Culture of Hollywood
Instructor: Dr. Ethan Thompson
Summer I 2019, Maymester
Office: BH 328
Class Meets: 12-3:45 pm MTWR, OCNR 130 & Print Studio
Office Hours: 11-12 MTWR

**Course Description**: This course examines the visual culture of Hollywood media production in a focused context, such as during a particular decade, or in relation to a particular genre, star, or cultural topic. The visual culture studied will include not just primary media texts such as films or television programs, but also posters, trailers, and other promotional materials, as well as visual culture not produced directly by the media industries, such as contemporary art. Students will learn and utilize basic design and print-making techniques to create their own artwork related to these materials, including movie posters, album covers, and sequential art.

**Maymester 2019 Focus**: The 1970s. The course will focus on the visual culture of 1970s Hollywood cinema through attention to changes in social attitudes, cultural tastes, aesthetic strategies, and especially the industry’s production practices at a time of great upheaval within the industry and the culture.

**Special Note**: This course is designed as a “critical making” course that combines critical study and analysis with the making of media—in our case, poster art. It is a combination media studies course and workshop in printmaking. Therefore, students will alternate between time spent in lecture and movie screenings with time spent in the print studio. No prior experience with printmaking is expected. Students will create print projects related to the course topic, in collaboration and individually. This is a special opportunity for students to step outside typical disciplinary bounds to create projects that will require developing new skills and ways of thinking related to visual communication.

**Student Learning Outcomes**:

At the end of this course, students will be able to:

- Demonstrate an understanding of the shifting industrial practices of Hollywood
- Demonstrate an understanding of the impact of social change on the film industry and audiences
- Analyze and describe how particular films were impacted by changes in aesthetic, industrial, and social norms
- Create visual culture that synthesizes these understandings with aesthetic strategies to promote films to audiences

**Materials Required**: Paint and most print-making materials be available in the print studio; however, each student will need to purchase the following supplies, all of which can be purchased at local retailers such as Wal-Mart, Hobby Lobby, Michael’s, and H.E.B.:
- X-Acto Knife with blades
- Cheap packet of paint brushes
- 2 Rolls of blue shop towels
- 2-3 inch Roll of wide blue painter’s tape
- Oil-based Sharpie marker
- Roll of clear packing tape

Course assignments & Method of Evaluation:

Quizzes: 4 based on lectures and reading. (20%)  
Print Project 1: Star Portrait (20%)  
Print Project 2: Storyboard for Trailer (20%)  
Print Project 3: High Concept Poster (20%)  
Print Project 4: Lobby Card or Album Cover (20%)  
Detailed instructions on projects will come during the course.

Grade Scale: A = 100-90, B = 89-80, C = 79-70, D = 69-60, F = 59 and under.

COURSE SCHEDULE (MAYMESTER 2018)

5/16-5/30 MTWR 12-345 plus lab  
No class 5/27 (Memorial Day)  
5/31 Final Exams  
6/4 Grades due

Objective: Understand course and ongoing importance of stars, genres to Hollywood

Screenings:  
Last Picture Show (1971) 1:58 (Bogdanovich)  
Harold and Maude (1972) 1:31 (Ashby)

Blackboard Assessment: Quiz 1 + Project Prep

FRIDAY: GET YOUR SUPPLIES AND GET READY FOR MONDAY

DAY 2: Monday 5/20: Printmaking Studio  
Print Project 1: Star Portrait

DAY 3: Tuesday 5/21: Lecture: Exploitation & Youth Films  
Objective: Understand how Hollywood changed business and aesthetic strategies in 1970s
Screenings:
*Coffy* (1973) 1:30 (Hill)
*Two-Lane Blacktop* (1971) 1:42 (Hellman)

Blackboard Assessment: Quiz 2 + Project Prep

**DAY 4: Wednesday 5/22: Printmaking Studio**
Print Project 2: Storyboard or Comic

**DAY 5: Thursday 5/23: Lecture: A Golden Age for Auteurs**
Objective: Understand contributions of a number of 1970s filmmakers to cinema art
Screening:
*Nashville* (1976) 2:40 (Altman)

Assessment: Quiz 3 + Project Prep

**FRIDAY OPTIONAL WORK DAY (FINISH UP PROJECTS 1 & 2 IF NECESSARY)**

**DAY 6: Tuesday 5/28: Printmaking Studio**
Print Project 3: High Concept Poster

**DAY 7: Wednesday 5/29: Lecture: Blockbusters and Genre Hybridity**
Screenings:
*Alien* (1979) 1:56 (Scott)
*Network* (1976) 2:01 (Lumet)

Assessment: Quiz 4 + Project Prep

**DAY 8: Thursday 5/30: Printmaking Studio**
Final Print Project: Lobby Card or Album Cover

**FRIDAY 5/31: ALL STUDENTS WILL PRESENT THEIR WORK AND HELP CLEAN THE STUDIO.**

**Attendance Policy**
Attendance is mandatory. Since this is a Maymester course, you cannot miss any classes. An unexcused absence will result in a deduction of 10 points from your overall course grade, and you will not be able to make up any missed work.

**Classroom/Professional behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction.
outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your
academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. May 22 is the last day to drop this course with an automatic

Grade Appeals
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.