

# Tentative Schedule of Topics\*

*\*=Subject to change at any time at Professor Flor's discretion, and Professor Flor reserves the right to add homework assignments or exams as needed to help you learn or test your knowledge of a topic.*

*Prime directive: Skill in designing, developing, and distributing memes..*

| Week # | Topic  |
|--------|--|
| 1      | <p><b>MODULE 0: COURSE BASICS</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Introductions—course, teachers, software, basic theory</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View meme examples</li> <li>• Discussion: Why do these memes work?</li> <li>• Software basics (Photoshop, Premier, After Effects)</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Find a favorite meme (submit URL)</li> </ul>   |
| 2      | <p><b>MODULE 1A: PICTURE MEMES (DESIGNING)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Generating ideas for visual memes.</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected favorite memes</li> <li>• Photoshop (layering text &amp; images)</li> <li>• Basic digital photography: shot types &amp; framing</li> </ul> <p>Homework</p> <ul style="list-style-type: none"> <li>• Imitate a visual meme (submit .psd)</li> </ul>   |
| 3      | <p><b>MODULE 1B: PICTURE MEMES (DEVELOPING)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Developing and refining your visual meme</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected meme imitations</li> <li>• Photoshop (cropping &amp; featuring, color, composition)</li> <li>• Basic Digital Photography: ISO, White Balance, Aperture, Shutter Speed</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Create your own meme (all original content, .psd)</li> </ul> |
| 4      | <p><b>MODULE 1C: PICTURE MEMES (DISTRIBUTING)</b></p>  |

|   |  |
|---|--|
|   | <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Digital &amp; social media for sharing your meme</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss student memes</li> <li>• Sign-up for social media sites and upload</li> <li>• Photoshop (filters, effects, &amp; layers)</li> <li>• Photography (shot angles, depth of field)</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Refine your meme (.psd)</li> </ul>  |
| 5 | <p><b>EXAM 1: DIGITAL VISUAL SKILLS</b></p> <ul style="list-style-type: none"> <li>• In-class Review of Exam Topics + Finding video memes on YouTube</li> <li>• Photoshop visual skills exam</li> </ul>  |
| 6 | <p><b>MODULE 2A: VIDEO MEMES (DESIGNING)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Generating ideas for video memes.</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected favorite video memes</li> <li>• Premiere Editing Video &amp; Transitions</li> <li>• Basic cinematography: shot types &amp; framing for video</li> </ul> <p>Homework</p> <ul style="list-style-type: none"> <li>• Imitate a video meme (submit YouTube link)</li> </ul>  |
| 7 | <p><b>MODULE 2B: VIDEO MEMES (DEVELOPING)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Developing and refining your video meme</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected video meme imitations</li> <li>• Premiere (Titling &amp; Key Framing Attributes)</li> <li>• Basic cinematography: ISO, WB, Aperture, Shutter Speed applied to video</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Create your own video meme (all original content, youtube URL)</li> </ul> |
| 8 | <p><b>MODULE 2C: VIDEO MEMES (DISTRIBUTING)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Digital &amp; social media for sharing your video meme</li> </ul> <p>In-Class:</p>  |

|    |   |
|----|---|
|    | <ul style="list-style-type: none"> <li>• View &amp; discuss student video memes</li> <li>• Sign-up for video social media</li> <li>• Premiere (color correction, filters, transitions)</li> <li>• Cinematography (shot toolkit)</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Refine your meme (.psd)</li> </ul>   |
| 9  | <p><b>EXAM 2: DIGITAL VIDEO SKILLS</b></p> <ul style="list-style-type: none"> <li>• In-class Review of Exam Topics + view web interactive memes</li> <li>• Premier video skills exam</li> </ul>   |
| 10 | <p><b>MODULE 3A: INTERACTIVE MEMES (DESIGNING APPS)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Generating ideas for interactive memes.</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected favorite memes</li> <li>• XDK (Creating app pages with text &amp; images)</li> <li>• Basic app design: flat layouts</li> </ul> <p>Homework</p> <ul style="list-style-type: none"> <li>• Imitate a web meme (submit xdk url)</li> </ul>  |
| 11 | <p><b>MODULE 3B: INTERACTIVE MEMES (DEVELOPING APPS)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Developing and refining your interactive meme</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss selected interactive meme imitations</li> <li>• XDK (Tap Handling &amp; animating text &amp; image properties)</li> <li>• App design: designing user event handlers</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>• Create your own interactive meme (all original content, XDK Link)</li> </ul> |
| 12 | <p><b>MODULE 3C: INTERACTIVE MEMES (DISTRIBUTING APPS)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• App marketplaces</li> </ul> <p>In-Class:</p> <ul style="list-style-type: none"> <li>• View &amp; discuss student interactive memes</li> <li>• Sign-up for phone app marketplace</li> <li>• XDK: Simple input</li> <li>• Promoting apps</li> </ul>   |

|    |   |
|----|---|
|    | <p>Homework:</p> <ul style="list-style-type: none"> <li>• Refine your interactive meme (.psd)</li> </ul>  |
| 13 | <p><b>EXAM 3: DIGITAL INTERACTIVE SKILLS</b></p> <ul style="list-style-type: none"> <li>• In-class Review of Exam Topics</li> <li>• XDK Interactive skills exam</li> </ul>  |
| 14 | <p><b>MODULE 4A: TEAM MEME DESIGN (FINAL PROJECT PREPARATION)</b></p> <p>Lecture:</p> <ul style="list-style-type: none"> <li>• Forming a Team</li> <li>• Project management</li> </ul> <p>In-Class</p> <ul style="list-style-type: none"> <li>• Select teams</li> <li>• Assign client projects</li> </ul> |
| 15 | <p><b>MODULE 4B: IN-CLASS TEAM WORK</b></p>   |
| 16 | <p><b>FINAL PROJECT PRESENTATIONS</b></p>   |