

Syllabus A-S 200 Studio I: Fundamentals of New/InterMedia
Doreen LaMantia Maloney
Web Page: <http://www.doreenmaloney.com>
Email: doreen.maloney@uky.edu (no phone in office)

Spring 2008

O F F I C E H O U R S

Email for appointment. Room 223 Reynolds.

C O U R S E D E S C R I P T I O N

Studio investigation of recent ideas, values & directions in art introduced through a variety of traditional/non-traditional processes, materials and methods. Nine studio hours per week.

Fundamental instruction in digital media as a creative tool. Students will learn the basics of digital collage using Photoshop, flatbed and slide scanners. Basics of video editing, digital editing and sound design.

L E A R N I N G O B J E C T I V E S

1. To use digital photo programs such as photoshop and manipulate and create digital based images
2. To introduce digital sound and digital video technology and create and edit a video short
3. To introduce students to the theory that defines InterMedia and New Media Art
4. To use digital video cameras
5. To master work off to DVD
6. To upload videos to Youtube and Saatchi Galleries

G O A L S & E X P E C T A T I O N S

This is a beginner class. I expect you to come to class and to work to the best of your ability. If you do that you will get a B. Most of the work, except the readings can be done during the class period. If you should have to work on a computer outside of class, you will have access to the lab throughout the day and in the evenings.

T O O L S

Software:

The software tools we will be learning in this course are: Adobe Photoshop, and Final Cut Pro. All software will be available in the Lucille Little Fine Arts Tech Lab.

Hardware:

Students will have access to a Macintosh based computer lab, Scanner and DV Video Camera.

B O O K S

Required:

Lev Manovitch: The Language of New Media
Catherine Elwes: Video Art, A Guided Tour - handout

Recommended:

New Media Art, by Mark Tribe <https://wiki.brown.edu/confluence/display/MarkTribe/New+Media+Art>

A T T E N D E N C E A N D A B S E N C E

Seating Chart: There will be an assigned seating chart; it will be determined during the class. Only the instructor can change it.

A student's physical presence in the classroom is a prerequisite for active learning to occur. You will **NOT** receive credit for work you do on your home computer and turn in with no evidence of having worked on it in class. If you do not work on your assignments in class, I will assume someone else did your work for you and you will receive a **zero**.

If you are not working on the assignment in class during class time and instead write an essay for your English class, etc. you will be penalized as being 1/2 absent, or two points off your current assignments total grade. If a student has been told by me, **DIRECTLY**, that they have completed the assignment early and to my satisfaction, then and only then will the student be allowed to have "free time on the computer". To my satisfaction means that the student will receive at least a B.

Let me make the above clear:.....FACEBOOK, IM, CHAT AND OTHER COMPUTER PROGRAM USE.

EACH TIME YOU ARE ON FACEBOOK OR MYSPACE, ETC. IN THE CLASS DURING WHICH TIME YOU SHOULD BE WORKING ON AN ASSIGNMENT YOU WILL LOSE TWO POINTS OFF YOUR TOTAL GRADE FOR THAT ASSIGNMENT. UPON YOUR SECOND TIME BEING CAUGHT ON FACEBOOK, ETC. YOU WILL BE SENT TO THE CHAIR AND EXPLAIN TO HIM WHY THAT IS SO IMPORTANT THAT YOU RISK A GRADE OF F ON YOUR ASSIGNMENT.

THE FOLLOWING ARE ACCEPTABLE REASONS FOR A CLASS ABSENCE AND WILL BE CONSIDERED "EXCUSED ABSENCES": (from UK's Dean of Students web site)

- 1. Illness of the student or serious illness of a member of the student's immediate family**
- 2. Death of a member of the student's immediate family**
- 3. Trips for members of student organizations sponsored by an academic unit, trips for University classes, and trips for participation in intercollegiate athletic events.**
- 4. Major religious holidays (prior notification required)**

In absences related to illness, death or travel, an instructor will require verification such as a written doctor's excuse, a death notice from a newspaper or formal notification from University personnel documenting participation in a trip. If verification is not presented within a week of the absence, the absence will be termed unexcused.

ALL OTHER ABSENCES FROM CLASS, NOT MENTIONED ABOVE WILL BE CONSIDERED "UNEXCUSED ABSENCES." YOU ARE ALLOWED 2 UNEXCUSED ABSENCES FROM CLASS. Every subsequent unexcused absence will result in a drop in 5 POINTS off your average. Every lateness greater than 15 minutes or on reading days will result in a loss of 2 points. After 6 absences excused or not, you will be asked to drop the class.

Absence on the day of critique will result in the loss of a letter grade. For all absences, work missed will be considered your responsibility to make up.

ETIQUETTE

If you are going to need to leave the class early for some reason, such as a Dentist's appointment, you must ask my permission. ask that everyone treat each other with respect.

STORAGE

Because we are using a general lab, you cannot store your files on the computers. You need to be able to store your files to DVDs and make back-ups. It is also advisable to invest in a jump drive or an Ipod that can work at your personal hard drive. If you lose your disc or mutilate your discs, you will have to make up the work.

PLACE

We will be meeting in the Lucille Little Fine Arts Computer Lab

CLASS TIMES

We will be working for most of the full 3-hour class period, from 2:30 – 5:30. The lab is reserved for your use until 6:20. This class may, during the video portion of the course, require that you work in the lab outside of the studio hours. The lab is open Monday – Sunday to accommodate your needs.

GRADES

I will push students to do their best. What is the best for one will be different for others. Those of you who have had prior experience on computers will be held to a higher standard. To receive an A, the work will have to be exceptional: accomplished in the presence of the instructor and conceptually superb, executed with little to no mistakes in skill.

You will be graded on your project's concept and content, its originality, and its execution (how cleanly you were able to illustrate your idea). There is no mid-term and no final, however. You will need to work at a consistent pace throughout the semester. This should work to your benefit and the class should get easier for you, rather than become more difficult.

All work in this class must be original. That is you create it entirely. If you appropriate images they have to be altered to the point that they are legally your original work; i.e. 80% altered. All audio for the projects must also be original. All projects must have an audio track. Sampling will not be allowed and any work handed in with commercial music will receive a zero. **NO WEB IMAGES CAN BE USED AND NO COMMERCIAL MODELS.**

This class will grade you on formal aesthetics as well as concept. You have to pay attention to color, line, space and balance and will be graded on how you create your compositions.

All artwork will be judged for its artistic and creative merit.

A: An A project must be imaginative, contain a high formal aesthetic value and be excellently, cleverly, produced and compelling.

B: B projects must meet all objectives stressed in the assignment and be well produced. A work that is not compelling, or lacks formal composition qualities, or one that uses naïve (kitsch, sentimental, or immature imagery), and **IS well executed**, will get a B.

C: A work that is not compelling, or lacks formal composition qualities, or one that uses naïve (kitsch, sentimental, or immature imagery), and **IS NOT well executed**, will get a C.

A grade below C indicated that a student has failed to complete the assignment.

Grades for this class will be on a 100 point system:

0. Obtaining an email account and sending one email to Doreen at doreenmaloney@uky.edu by the end of the first week: 5 points

1. Digital Compositing/Hyperart Montage: *Landscape+YOU in a Whole New Way*: 25 points total
concept, idea: 10 points
expertise/form: 7.5 points
originality, creativity: 7.5 points

2. Digital Compositing/Hyperart Montage: *Landscape+YOU in a Whole New Way take 2*, can add organic marks: 30 points
concept, idea,: 10 points
expertise/form: 10 points
originality, creativity: 10 points

3. Audio project 10 points
idea: 2 points
editing: 4 points
content: 4 points

4. Collab Video project 30 points
concept idea: 10 points
editing: 10 points
camera: 10 points
storyboard : 10 points

CALENDAR

January

	1-14 First day of class; go over syllabus. Get email accounts and computer accounts.
1-14 Martin Luther King Day, University Closed	1-21 Introduce Photoshop.
1-26 Introduce Photoshop. Show Hyperart.com	1-28 Give Photoshop Assignment #1

February

2-2 Work on Assignment.	2-4 Work on Assignment. Discuss Reading: Manovitch, Foreword- pg. 20.
2-9 Work on Assignment.	2-11 Work on Assignment. Discuss Reading: Manovitch, pg. 21- 61.
2-16 Assignment #1 due. Give Assignment #2	2-18 Work on Assignment. Discuss Reading: Manovitch, pg. 63-111.
2-23 Work on Assignment.	2-25 CAA – Leslie teaches Discuss Reading: Manovitch, pg. 116-148.

March

3-2 Work on Assignment.	3-5 Work on Assignment. Discuss Reading: Manovitch, pg. 149-175.
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3-9 Assignment #2 due.	3-13 Assignment #2 due.
3-17 Spring Break	3-20 Spring Break
3-23 Introduce Final Cut Pro Give Sound Assignment and Video Assignment	3-25 Introduce Final Cut Pro Work on Sound Assignment Discuss Reading: Manovitch, pg. 176-211.
3-30 Introduce Final Cut Pro Work on Sound Assignment	

April

	4-1 Final Cut Pro Sound Assignment due.
4-6 Work on Video Assignment Discuss Reading: Video Art: Introduction	4-8 Work on Video Assignment Discuss Reading: Manovitch, pg. 212-281
4-13 Work on Video Assignment	4-15 Work on Video Assignment Discuss Reading: Manovitch, pg. 286-335
4-20 Work on Video Assignment	4-22 Work on Video Assignment
4-27 Work on Video Assignment	4-29 Video Assignment due.