

Syllabus A-S 345 001 Net Art – Monday and Wednesday 10 – 12:50  
 Prof. Doreen LaMantia Maloney  
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Fall 2010

## 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

An intermediate level course designed to prepare students to create web pages. Emphasis is on creating functional and aesthetic web content within the current design parameters of the internet. Navigation strategies, directory structures and familiarity with networks is stressed. Nine studio hours per week. Prereq: A-S 200 or consent of instructor. This syllabus is subject to change.

This is an intermediate level course. Skills in Photoshop are a prerequisite.

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

1. To introduce html and css as languages for writing web pages
2. To master server architecture and understand file management
3. To introduce students to design for the net that is aesthetic as well as functional
4. To create a series of web pages
5. To interpret an artistic point of view using html or css
6. To create a piece of Net Art

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

This is an intermediate class and I expect the topics of the artwork to reflect a clearer, developed point of view. 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.

I evaluate how much you can achieve. 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. However, to receive an A, your work will have to be outstanding, not just well made and well executed, but intriguing, clever, well made and fully finished.

## T O O L S

### Software:

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

### Hardware:

Students will have access to a Macintosh based computer lab and a Scanner.

## B O O K S

**We are working out of the book directly...you will fail the class without the book.**

Head First: Html with CSS and XHTML and JavaScript published by O'Reilly; Elisabeth Freeman and Eric Freeman. ISBN 978-0-596-10197-8

New Media Art Wiki: <https://wiki.brown.edu/confluence/display/MarkTribe/New+Media+Art>

Wiki on New Media Art and Mark Tribe

## ATTENDANCE AND ABSENCE

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. It is not enough that you do work at home on your own computer.

You are allowed 3 excused absences from the class. Every subsequent absence will result in a drop in a letter grade. **EVERY LATENESS ON READING DAYS PREVIOUSLY UNEXCUSED WILL RESULT IN 1/2 AN ABSENCE or minus 2.5 points. If you are absent of a crit day you will be penalized a full letter grade on the assignment.**

If you are going to miss a class, I expect an email to my personal account: [doreen.maloney@uky.edu](mailto:doreen.maloney@uky.edu) by the end of the day.

**If you do not work on you assignments in class, I will assume someone else did your work for you and you will fail the project.** CELL PHONES ARE NOT PERMITTED TO BE ON IN CLASS unless you have an emergency situation that you are monitoring.

**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 absent.**

Excused Absences: S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences:

1. serious illness;
2. illness or death of family member;
3. University-related trips;
4. major religious holidays;
5. other circumstances you find to be "reasonable cause for nonattendance".

## 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. I ask that everyone treat each other with respect. You may call me Prof. Maloney or Ms. Maloney.

## 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 a jump drive/lpod and make back-ups. If you lose your drive, it is not an excuse.

## 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. This class will require that you work in the lab outside of the studio hours.

## GRADES

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.

The quality of the effort you bring to your assignments and the conscientiousness with which you approach the text, your interaction with your fellow students and your engagement with the reading all reflect the degree of respect you have for yourself and other members of the class. It has been my experience that students who employ a high degree of effort and positive

motivation often achieve greater results than those who do not.

To receive an A, your work will have to be outstanding, not just well made and well executed, but intriguing, clever, well made and fully finished on time.

B projects must meet all objectives stressed in the assignment and be well produced.

A grade of C will be given if the student finishes the project but there is little creativity or skill in the work. A grade below C indicated that a student has failed to complete the assignment.

**Grades for this class will be on a 350 point system:**

**Website Presentation: 50 points**

**Content/analysis: 50 points**

**Web Narrative: 100 points**

**expertise/form/file\_structure: 25 points**

**architecture/content: 50 points**

**graphics/aesthetics: 25 points**

**CSS Assignment: Country Pages; Assignment 2: 100 points**

**expertise/form/file\_structure: 25 points**

**architecture/content: 50 points**

**graphics/aesthetics: 25 points**

**Documenta: Real or Social Media Interviews; Assignment 3: 100 points**

**expertise/form/file\_structure: 25 points**

**architecture/content: 50 points**

**graphics/aesthetics: 25 points**

## C A L E N D A R

August-September

	8-25 First day of class; go over syllabus. Go over email accounts and computer accounts.
8-30 Introduce Book. Read Chapter 1 in class.	9-1 Read Chapter 2 in class. <b>Begin Assignment 1.</b>
9-6 <b>Academic Holiday – Labor Day</b>	9-8 Read Chapter 3 in class.
9-13 Read Chapter 4 and 5 in class.	9-15 Read Chapter 6 and 7 in class. Website Presentation
9-20 Read Chapter 8 in class.	9-22 Read Chapter 9 in class. Website Presentation
9-27 <b>Assignment 1 due/crit</b>	9-29 <b>Assignment 1 due/crit</b>

## October

10-4 Read Chapter 10 in class. <b>Begin work on Assignment 2.</b>	10-6 Read Chapter 10 again. Website Presentation
10-11 Read Chapter 11 in class.	10-13 Read Chapter 12. Website Presentation
10-18 Read Chapter 13 in class; book is finished. <i>Semester's midterm!</i>	10-20 Website Presentation
10-25	10-27 Website Presentation

## November - December

11-1 <b>Assignment 2 due/crit</b>	11-3 <b>Assignment 2 due/crit</b>
11-8 <b>Begin work on Assignment 3.</b>	11-10 Website Presentation
11-15	11-17 Website Presentation
11-22	11-24 Thanksgiving
11-29	

## December

	12-1
12-6 <b>Assignment 3 due/crit</b>	12-8 <b>Assignment 3 due/crit</b> <i>Last day of Classes</i>