

COLLEGE OF ARTS, COMMUNICATIONS & DESIGN
COURSE SYLLABUS

FOR:

COURSE NUMBER: ART 642

NUMBER OF CREDITS: 3

COURSE TITLE: New Media in Art

INSTRUCTOR: Professor Ryan Seslow

DATE SUBMITTED: 01/22/19

School of Visual Arts, Communications & Digital Technologies
ART 642 New Media in Art :: Spring 2019
Professor Ryan Seslow
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Course Description:

This course introduces students to the use of electronic media in studio arts. Through both a hands-on and an analytical approach, students create works using video, computer, sound and light as tools. These media are developed in conjunction with the student's prior interest (photo, sculpture, installation and performance art). The critical dialogue surrounding the use of various media are addressed through readings and the viewing of films and videos. Emphasis is placed on the relationship between individual art practice and its implications for social and aesthetic issues.

Optional Texts:

1. New Media in Art (World of Art) Michael Rush, Thames & Hudson, 1999.
2. Internet Art (World of Art) Rachel Greene, Thames & Hudson, 1999.
3. Buster, Kendall and Paula Crawford, The Critique Handbook, A Sourcebook and Survival Guide. Upper Saddle River, NY: Pearson Prentice Hall. 2007.

Contact Hours:

Thursday Evenings - 5:45pm - 8:25pm, Sculpture Building Studio A.

Course Objectives:

1. To reconsider the creative process in light of new media technologies.
2. To give students the conceptual and technical tools for working with new media art making practices.
3. To encourage collaboration and an interdisciplinary attitude toward art making.
4. To expand the understanding of how formal elements and design principles embody digital media & materials to visually communicate concepts.
5. To provide studio time, setting, and guidance in pursuing the artist's personal vision.
6. To use writing and the critique process to better understand one's choices and potential outcomes.
7. To explore and create an online content management system for presentation & archiving works.

Instructional Activities:

1. Student centered studio practice.
2. Manual & technical demonstrations, materials and methods.
3. Viewing of New Media in various formats, video art, experimental digital film, basic motion graphics and performance in conjunction with discussions.

Course Requirements:

1. Attendance is mandatory, more than two unexcused absences will affect your final grade.
2. Participation in all Gallery, Artist visits, & Critiques.
3. Complete all reading assignments from blog posts, handouts, articles, & Internet sources.
4. Create and keep a journal of information covered in this class for future reference.
5. 1 Final oral and visual presentation will be executed by each student. (We will discuss in depth for the sake of giving artist talks about their work.)
6. 5 (or more) new works of new media art will be created specifically for this class by each student.
7. All students will participate in the development and creation of a collaborative group work of art that will be realized into an online group exhibition.
8. All students will participate in the creation and development of our class blog. This is a transparent place on the web where their completed class work can be viewed, promoted, and marketed.
9. All students will create, an artist's bio page using a NET-ART platform.

Course Evaluation:

50% 5 Completed pieces of new work produced specifically for this class, a detailed written artist statement and description of the works will also be turned in.

15% 1 Final Oral & Visual Presentation. Each student will present their completed semesters work to the class in an oral and visual presentation format emphasizing a timeline of their work completed in our class, the presentation will be executed via the blog created for the course.

25% Student Participation in all criteria. (projects, class blog, collaboration piece.)

10% In class exercises, attendance and homework assignments.

Course Outline:

January 24th – Introductions - Discussion of our course Syllabus and due dates. Our resources and network potentials. Getting clear. What do you want to accomplish and get out this course?

Introduction to project #1.

Image lecture: Introduction to a series of artists working in new media and the process of transcending applied art works into multidisciplinary and digital formats.

January 31st – Project #1 - In class Studio Work Session. Students will bring materials needed to work in class, discussions during the work session will take place.

Class Discussion: The Importance of digital documentation. Creating a Digital Image archive for process, ideas & presentation.

February 7th – Project #1 Group Critique. Presentation of completed student work from project #1. Bring cameras to document the completed work.

Introduction to Project #2, discussion & examples.

Mobile application Introduction – A series of mobile applications will be presented and experimented with.

**Homework: What new media Artists and new media websites, blogs or online platforms do you resonate with? Why are these sites / blogs important? Explore and Prepare a list of at least 2-3 URLs to bring into class on 2/21. We will be viewing and sharing a series of these in class.*

February 14th -- Project #2 - In Class Studio Work Session. Students will bring materials needed to work in class. Discussions during the work session will take place. Desktop software applications – Photoshop, Illustrator, Newhive, to.be, giphy & more.

February 21st – Project #2 Critique. Bring cameras to document the completed work.

Introduction to Project #3, discussion & examples.

What new media Artists and new media websites, blogs or online platforms do you resonate with? Looking at the student examples and research of urls. We will archive our results.

February 28th — Introduction to Wordpress, setting up student accounts. Class exercise: All students will create, an artist's bio page using a NET ART platform. Examples. Project #3 In Class Studio Work Session

Discussion: Sharing, Marketing, Self-Promotion, The power of Social Media and Blogging. Creating your network & Why this is important.

March 7th – Project #3 In Class Studio Work Session - Students will bring materials needed to work in class. NEWHIVE / TO.BE Continued. <iframe embeds> Demonstration - Setting up our class Blog, individual student pages, and functionality.

March 14th – NO CLASS – Spring Break.

March 21st – Project #3 Critique / Introduction to Project #4.

Class Activity: Introduction to Video Art, screening works of video art, video artists, and how to develop concepts for creating video works (from new ideas and from existing works.)

March 28th – Guest Artist Presentation (Artist TBA) & Collaborative Project – or a Class visit to a VR/AR company in NYC (we will discuss)

April 4th – Class Activity: Demonstration – ZINE Making – Collaborative project. Applied and digital iterations.

April 11th – Project #4 - Demonstration - Introduction to basic video editing, file formats and the presentation process of showing video based works.
Class Activity : Understanding how to use the web for showing, hosting, and sharing works of art. (New media, manual, and interdisciplinary works.) - Project #5 discussion –

April 18th - Project #5 In Class Studio Session. Full work session. Bring your laptop (if you have one) as this class will be computer dependent.

April 25th - Project #5 Group Critique.

May 2nd – Studio Work Session, putting it all together, portfolio and presentation tactics and techniques.

May 9th - Individual student presentations via the class website.

*5/2/19 is the last night of our class. Exam week will be used for Individual Student presentations, make up work and revisions.

Individual Project Descriptions:

Project #1 – 2D -Working from a theme, concept or specific subject, each student will generate a multi-fragmented 2-dimensional work of art to communicate and share its meaning. You may work in any dry or wet media on any flat surface. (canvas, paper, canvas board, illustration board, cardboard, collage, flat found objects (old door, window, recycled wood.) Your process should be documented in digital photos as they will be used and applied through-out the semester. This should be a new piece of art not previous created.

Project #2 – 3D - Working from the same theme above, concept or specific subject as project #1 (the 2D project) each student will generate a 3-dimensional work of art to further communicate and compliment the meaning of the work 2D piece in project #1. You may work in any material that wish as long as the result is 3D. What does 3D mean to you in 2019? Is it a free-standing object, a wall relief, or a hanging object that can be viewed from 360 degrees? (Wood, stone, plaster, cardboard, found objects, multiple units.) Or is 3D a synthesis of 2D works manipulated with computer software and applications to expand the definition of 3D. The process should be documented in digital photos as they will be applied later in the semester.

Project #3 – Animated GIFs / Motion Graphics & NET ART– A series of motion graphics in the format of animated GIFs will be generated by each student. Content selection will be based on documentation and process from previous student works as well as popular culture, internet culture, memes and other public domain source content. Several processes and methods to create Graphic assets will be introduced, created and applied to NET ART and URL dependent works.

Project #4 – Video Art - By utilizing the medium of video, students will create and develop 2 works of video art that communicates a specific idea, feeling, or philosophy. The final concepts may be projected onto an existing object or wall space, or you may present the pieces using a video monitor (or as many monitors as you may need.) Please consider the following options to work with: The subject matter can be one of which that already exists or one that you may create that has relevance to your prior work. You may consider using one of the 2 or 3 dimensional projects that you have created for this course to work with as your “object & subject.” You may consider projecting a still image, a series of still images, or motion video. You may wish to create an environment to present your work with in. Students will work with the professor to develop the ideas. Students should keep in mind that both technology and anticipated materials may have limitations, this project will take specific planning to execute the final results. The final duration of the individual pieces may not exceed 120 seconds and should not be less than 45 seconds.

Project #5 – Website / Blog Development– A process based blog page and a minimum of 5 individual tutorial based blog posts will be created by each student. The posts will be a part of a larger collaborative whole (the class itself will contribute to the course website.) The posts will document and illustrate each student’s work as each project has evolved throughout the semester. Students will later present their work to the class via their blog page and posts.

The projects listed above are open to hacking and a reorganization of each set of student ideas and concepts. Concepts may emerge as a result of following the default suggestions above, new media is the perfect tool for hacking and manipulating rules. What will you do?

**Other than final individual student presentations on 5/9, this is a tentative schedule and may change according to the needs of the class.*