COURSE DESCRIPTION:
The primary goal of this course is to provide an analytical, creative, and instructional working environment that supports each student in the making of meaningful visual responses to the world(s) they live in. Students will be encouraged to follow their own interests and to examine their work within the broad context of contemporary art, new media art, and mediated culture.
This course will emphasize the research and practice of new media art, taking a creative and critical approach to working with mixed realities. New media art making will be considered in the context of (and potentially placed against) fine art, new and emerging technologies, communication, entertainment and commercial art. Elements from popular culture, the performing arts, the visual arts, creative writing, and any field of inquiry may be employed to bring meaningful and unique perspectives to completed projects.
This experience is designed to broaden the student’s range of visually expressive new media practices. Emphasis will be placed on idea generation, concept, content and context development, visual aesthetics and technical abilities.
In addition to weekly demonstrations and discussions, students will be called upon to present their work in process. Outside research and studio time are required to support class discussions and creative work.
Methods of instruction include software demonstrations, lectures, visual presentations, discussions and critiques. Working on the Macintosh platform, students will learn how to create thought-provoking images and time-based work. Working and final critiques will help each student with his or her application of concepts learned, as well as further develop each student’s individual approach to the projects.

COURSE OBJECTIVES:
Each new media project will require research, idea development, production, presentation and critique of the final piece. Students who actively participate in this course will have a beginning understanding of how to create meaningful new media art by working through these steps:

**Concept, Content and Context Development** – Includes: mindful use of technology for idea research and development, investigation of traditional and new media art practices, and understanding how context can inform content.

**Production** – Collaborate with others in idea generation and development. Use software applications, traditional art media, and emerging technologies to create meaningful mixed realities including time-based work.

**Presentation, Discussion and Critique** – Communicate your ideas to your intended audience and use your critical analysis abilities to evaluate work-in-process as well as final projects.
TEXTBOOKS (Required)
You will use tutorials and texts from Digital Foundations: Intro To Media Design available for free online at:
http://wiki.digital-foundations.net (for Adobe programs)
OR http://en.flossmanuals.net/digital-foundations/ (for open source programs)

Readings that pertain to each project in class will be posted to the class blog or blackboard.

SOFTWARE:
Students will be introduced to working with Photoshop, Illustrator, InDesign, Premiere and other programs to create projects that use computers as a tool in a variety of ways. Additionally, students may use open source and/or additional commercial software programs in creating their projects.

SUPPLIES:
Required – An appropriate personal data storage device (USB flashdrive with at least 16GB available for this class)
Output Materials (and costs) as needed
Students may be required to use video or photo cameras for some projects- you may check cameras out from the STAR Lab in the Johnson Center.

REQUIREMENTS:

• Projects: Students will complete a series of visual projects requiring thoughtful/creative use of concepts, methods and tools appropriate to specific project parameters. Projects will generally be composed of several steps involving research, production and display and/or distribution. Each major project will require a project statement. Guidelines for writing project statements will be posted on the class website. Student success on all steps of a project will be considered when determining a final project grade.

• Blog: Students are expected to keep a blog using wordpress, tumblr, blogger or any other free platform for this class. Please consider that this class requires you to post projects, visual research and text when you are choosing the platform for your blog. In addition to weekly blog post assignments, students are required to attend and write a 250 word response to a Visual Voices Lecture Series (see below for details).

• Please expect at least 3-5 hours a week of homework outside of class.

CLASS POLICIES

• Attendance: This is a studio class and much of the work done in this class is done during class time. Attendance is mandatory and crucial to your success. Students are allowed 2 excused absences per semester. Excused absences include documented illness, religious observance, and family emergencies. If you miss more than 2 classes your grade will drop one letter grade (changing an A to a B). Excessive absence will result in failure of this course.

• Tardiness will not be tolerated. 3 late arrivals will result in one absence. This will
include early departures and unpreparedness (i.e. not having appropriate materials, etc). Students are expected to be prepared for the start of class at the allotted time. Class Begins at 10:30. BE ON TIME! Being late to class is disruptive and disrespectful to your colleagues and me.

- Any assignments that are missed due to absence must be completed by the student outside of class (this includes in-class work, as well as homework). It is the student’s responsibility to contact the instructor regarding missed assignments.
- Attendance during critiques is imperative and students are unable to make up this time.

PERCENTAGE BREAKDOWN:

70%
Each project will receive a letter grade. These grades will be averaged together and account for 70% of your final grade.

20%
Students are expected to keep a blog for this class that will include a statement for each major project as well as a weekly blog entry that will be discussed in class.

10%
The remaining 10% of your final grade will be based on class participation and preparedness including contributions to critiques and discussions, as well as outside research and studio work.

TOPIC AREAS:
Students will be given detailed project descriptions when projects are introduced.
IDENTITY
VISUAL INTERVENTION
ANIMATED GIF ANIMATION
REMIX
VISUAL INTERVENTION
OPEN PROJECT

University and School of Art Policies
In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class.
The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity
This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs,
gender identity, sex, sexual orientation, ethnicity, age, veteran’s status, or physical ability.

**Open Studio Hours**
SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

**ArtsBus - Dates for Spring 2016**
February 20
March 19
April 9

**ArtsBus Credit**
* Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.
* If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.
* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

**Visual Voices Lecture Series Spring 2016**
Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: [http://soa.gmu.edu/visualvoices/](http://soa.gmu.edu/visualvoices/)
Important Deadlines:

<table>
<thead>
<tr>
<th>January 1 Day of Week</th>
<th>Friday</th>
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<tr>
<td>Martin Luther King Day (no classes)</td>
<td>Mon Jan 18</td>
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<tr>
<td><strong>First day of classes:</strong> last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed</td>
<td>Tue Jan 19</td>
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<tr>
<td>Summer 2016 Graduation Intent Available via Patriot Web</td>
<td>Mon Jan 25</td>
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<tr>
<td><strong>Last day to add classes:</strong>—all individualized section forms due</td>
<td>Tue Jan 26</td>
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<tr>
<td>Last day to drop with no tuition penalty</td>
<td>Tues Feb 2</td>
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<tr>
<td><strong>Final Drop Deadline (87% tuition penalty)</strong></td>
<td>Fri Feb 19</td>
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<tr>
<td>Last day to file your Spring 2016 Graduation Intent</td>
<td>Fri Feb 19</td>
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<tr>
<td>Immunization Record Deadline</td>
<td>Tue Mar 1</td>
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<tr>
<td>Midterm progress reporting period (100-200 level classes)—grades available via <a href="#">Patriot Web</a></td>
<td>Mon Feb 15 – Fri Mar 18</td>
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<tr>
<td>Selective Withdrawal Period (undergraduate students only)</td>
<td>Mon Feb 22 – Fri Mar 25</td>
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<tr>
<td>Spring Break</td>
<td>Mon Mar 7 – Sun Mar 13</td>
</tr>
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<td><strong>Incomplete work from Fall 2015 due to Instructor</strong></td>
<td>Fri Mar 25</td>
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<tr>
<td><strong>Incomplete grade changes from Fall 2015 due to Registrar</strong></td>
<td>Fri Apr 1</td>
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<tr>
<td>Dissertation/Thesis Deadline</td>
<td>Fri Apr 29</td>
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<tr>
<td><strong>Last day of classes</strong></td>
<td>Mon May 2</td>
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<tr>
<td>Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.</td>
<td>Tue May 3</td>
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<tr>
<td><strong>Exam Period</strong> (beginning at 7:30 a.m.)</td>
<td>Wed May 4 – Wed May 11</td>
</tr>
<tr>
<td><strong>Commencement and Degree Conferral Date</strong></td>
<td>May 14</td>
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Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for *late adds* (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective *withdrawals* and *retroactive adds* (adds after the last day of classes) must be approved by the academic dean of the college in which the student’s major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

**Students with Disabilities and Learning Differences**
If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

**Official Communications via GMU E-Mail**
Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments,
questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

**Attendance Policies**
Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor’s grading policy, as stated in the course syllabus.

**Honor Code**
Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else’s words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer’s Reference.*) The exception to this rule is information termed *general knowledge*—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, “When in doubt, cite.”

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.
**Writing Center**
Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

**The Collaborative Learning Hub**
Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.