New Media in the Creative Arts
Studio
AVT 180

Class Syllabus
Spring 2017

Classroom: Art and Design Building 1021
Meeting Times: Tue + Thurs
Professor: Victor F. Torres, MFA
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Email: vtorres2@gmu.edu
Office: Adjunct Faculty Office
Office Hours: (by appointment only)

Course Description

This course is designed as your foundational introduction to understanding what is New Media as an Art Practice. We will explore methods of transforming space as well as basic formal elements both through 2D and 3D design software, as well as hands-on analogue work. This course requires a high level of motivation and drive in order to execute assignments successfully. We will spend much of the course solidifying a sound and steady studio work ethic. We will be exploring and developing vocabulary pertaining to the field of New Media as an artistic discipline through readings and in class discussions. Although this course is designed as introduction to possibilities (e.g. softwares) in New Media Art, the development of a personal artistic voice is prioritized over technical skills.

Course Goals

By the end of this course students will:
1. Complete 4 original art works that investigate formal and conceptual aspects of New Media.
2. Acquire introductory technical skills in at least 4 different softwares.
3. Develop a basic understanding of contemporary artists working in the realm of New Media.
4. Conduct research both independently and collaboratively for projects.
5. Keep a web based journal/log in order to document both research and their experience in the class, as well as a method to develop the vocabulary needed to interpret works.
6. Learn how to constructively critique their peers' works.
7. Create a portfolio with all projects and assignments.

Required Readings

All readings will be either available through Blackboard. **It is your responsibility to check it regularly.** NOTE: I expect you to read ALL of the course readings. There will be a discussion on most assigned readings. Your engagement in these discussions **will count towards your participation grade.**

Required Materials

Storage Space in any form, although an **external hard drive** is preferred with a minimum of 32GB of free space. Some projects might be as large as 5GB. Please let me know if this poses a problem for you as soon as possible.

Sketch Book: This is extremely important. It will help you organize your thoughts and reactions as well as develop your ideas. It is important for you to sketch out every assignment prior to its execution. Sketches are a central component to your project proposals.

Grading

4 Completed Projects :	75%	**Projects:** timely completion (30%), originality in visual and conceptual development (40%), and evidence of skill development/ research/ attention to detail (30%).	
Artist Presentation:	5%		
Online Journal &		**Artist presentation:** execution on assigned date (30%), clarity in slides and delivery (40%), media used (30%).	
End of semester		**Online journal:** minimum of 15 entries at 6.66% for each entry, possibility of extra credit for over 16 entries.	
Portfolio:	10%	**End of semester Portfolio:** (10%) post all of your completed assignments on your class Online Journal, use your best documentation.	
Participation (Discussions and Attendance):	10%	**Participation:** Class discussions (60%), Attendance (40%).	

Attendance Policy

Students are expected to attend ALL class meetings on time. Lateness by more than 20min will be considered an absence. No more than 4 absences are allowed to receive credit for this course. **More than 4 absences will result in a F.** I understand that things can get super tough and if you must be absent at all, I would appreciate if you let me know in advance. **If you must be absent you are responsible for catching up on your own time.** If you must be absent for more than 4 classes you must get my permission and provide appropriate documents.

Artist Presentation

Throughout the course, I will be assigning students to present on an artist of their own choosing. It is incredibly important for the visual art student to explore at least a couple visual artists in depth. It is incredibly important, in any industry, to research what is relevant and contemporary to that industry. This research will provide you with the knowledge and tools necessary for you to establish yourself in any particular industry, be it Fine Art, Design, Philosophy, etc.

Projects

There will be four main projects for this class. We will start off with basic imaging software such as Adobe Illustrator. Then, we will dive straight into 3D territory with SketchUp -- a basic 3D modeling software. After that we will explore audio capture and manipulation basics. On your final assignment you will be asked to design and execute a new media performance art piece. The performance must create a dialogue with the space where it is executed as well as explore a technological component.

Topics

We will have many discussions in class. Sometimes they will be directly related to the assignment and at other times you will have to make that connection yourself. For example, I might spend a whole class talking about societal archetypes and post-structuralism; I expect you to draw a connection between that and producing 3dimmetional forms. Art as a whole and the act of making is all about personal connections and the connections we can draw as a result of your very own personal past experiences. The relationships you see are not the same relationships I see because we each carry completely different socio-cultural, socio-economic, and psychological baggage. What you have to offer is 'you' and your insights, which are really just yours so no 'wrong' connections here.

Online Journal

You will be required to make at least one entry for every week of class, totaling in 15 entries. Any extra entry will count as extra credit. Entries should reflect the assigned readings and the research you conduct in order to execute a project. You will be required to choose an open platform for your journal such as Google Sites, Wordpress, Blogger, Tumblr, etc. If you feel comfortable, you are encouraged to build your site from scratch, however I will not be covering HTML coding in depth. You will be graded for the design of your journal, however the content of your entries is the most important.

Course Outline

Week 1   Syllabus, Introductions, Community, Networking, Artist Presentations Introduction

Jan. 26   Concepts: What are we here for? What is New Media in an Art context? Who is in the class? What skills and resources we can offer each other as a community?
Skills: Networking, Community building. Research.
Read: Defining New Media Art, Mark Tribe 2007.
Screen: The Cluster Bomb Project Website by Bob Paris. Art 21: Ann Hamilton.
Assignment: Choose a website platform and make first entry.

Week 2   Introduction to Imaging, Formal Elements in Art

Jan. 31
Feb. 2   Concepts: What are the formal elements of Art? What are Compositional Elements in Art and how do they apply to New Media?
Skills: Imaging, multilayer, Illustrator/ Photoshop
Discuss: Defining New Media Art by Mark Tribe. [What is New Media Art?]
Read: Art in the Age of Mechanical Reproduction by Walter Benjamin.
Screen: Ways of Seeing BBC Series.
Assignment: Second entry.

Week 3   Project 1 Introduction and Workshop

Feb. 7
Feb. 9   Concepts: How do we apply formal elements to digital image composition? How do we combine formal elements with conceptual elements in order to execute a 2Dimentional piece?
Skills: Imaging, multi-layering, Illustrator/ Photoshop
Discuss: Art in the Age of Mechanical Reproduction by Walter Benjamin. [What is Aura?]
Read: The Cannibalistic Manifesto, by Oswald de Andrade
Screen: Ways of Seeing BBC Series. Continued.
Assignment: Third entry. Start Project 1 research.
DUE: Presentations 1 and 2.

Week 4   Project 1 Workshop, Photoshop, Illustrator, One-on-One meeting requirements

Feb. 14
Feb. 16   Concepts: DADA/ Pop-Art collage, Appropriation, Research
Skills: Imaging, multi-layering, Illustrator/ Photoshop,
Discuss: The Cannibalistic Manifesto, by Oswald de Andrade Read: Steal like an Artist by Austin Kleon excerpt
Screen: Art 21: Sarah Sze.
Assignment: Fourth entry. Prepare for One-on-one meeting: You will need at least 3 sketches of your composition, a list of concepts you are exploring, and evidence of visual research.
DUE: Presentations 3 and 4.

Week 5   One-on-one meetings Project 1

Feb. 21
Feb. 23   Concepts: and Skills: Presenting research, developing personal vocabulary
Read: How to: critique artwork like a pro by Jamie K. McIntosh
Assignment: Fifth entry. Work on Project 1 Proposal.
DUE: One-on-One Meetings

Week 6	Project 1 Critiques, Introducing Critique Methods.

Feb. 28	Concepts: How do we constructively critique New Media Art?
Mar. 2	Skills: Critique methods.
	Read: Simulacra and Simulation by Baudrillard excerpt
	Assignment: Sixth entry. Start research for project 2.
	DUE: Project 1.

Week 7	SketchUp, Project 2 Workshop

Mar. 7	Concepts: 3D Art. Virtual Space. 3D Modeling and Animation.
Mar. 9	Skills: SketchUp.
	Discuss: Steal like an Artist by Austin Kleon excerpt [How can appropriation become a tool for empowerment in New Media Art Making?]
	Screen: Student work.
	Assignment: Seventh entry. SketchUp Tutorials (4 files).
	DUE: Presentations 5 and 6.

Week 8	Spring Break!

Mar. 14	Read: ART VIEW; Virtual Reality: Is It Art Yet? by Charles Hagen. vvvv
Mar. 16	

Week 9	SketchUp, Project 2 Workshop

Mar. 21	Concepts: 3D Art. Virtual Space. 3D Modeling and Animation.
Mar. 23	Skills: SketchUp.
	Discuss: Simulacra and Simulation by Baudrillard excerpt
	Screen: Examples of Student work. Matt Mullican's Virtual Geometric Cities.
	Assignment: Eighth entry. Prepare for Project 2 One-on-one meetings: You will need at least 3 sketches of your 3D model, a list of concepts you are exploring, and evidence of visual research.
	DUE: Presentations 6 and 7.

Week 10	Project 2 One-on-one meetings.

Mar. 28	Concepts and Skills: Research Presentation, further development of personal vocabulary when
Mar. 30	describing own practice and work.
	Read: The Medium is the Message by McLuhan
	Assignment: Ninth entry. Work on Project 2 Proposal and Project 2.

Week 11	Project 2 Critiques

Apr. 4	Concepts: How do we constructively critique 3D Art in Virtual Space?
Apr. 6	Skills: Critique methods.
	Read: The man with an ear on his arm by By Georgia McCafferty, for CNN
	Assignment: Tenth entry.
	DUE: Project 2 proposals + Project 2.

Week 12   Intro to Audition, Project 3 Introduction and workshop

Apr. 11   Concepts: What is sound art? What is noise, music and sound?
Apr. 13   Skills: Audition, Audacity, Sound Software
            Discuss: The Medium is the Message by McLuhan
            Screen: O Superman - Laurie Anderson - as displayed in the MOMA, New York
            Assignment: Eleventh entry.
            DUE: Presentation 8 and 9.

Week 13   Project 3 Critiques

Apr. 18   Concepts: How do we constructively critique Sound Art?
Apr. 20   Skills: Critique methods for sound art.
            Read: Docile Bodies by Michael Foucault
            Assignment: Twelfth entry.
            DUE: Project 3 Proposal + Project 3.

Week 14   Project 4 Introduction and Workshop

Apr. 25   Concepts: How do we merge the body and New Media?
Apr. 27   Skills: Final Cut Pro, Adobe Premiere
            Read: Lygia Clark 1960: Death of the Plane
            Discuss: Docile Bodies by Michael Foucault
            Assignment: Thirteenth entry.

Week 15   Project 4 Critiques

May. 2   Concepts: How do we conclude our experience? What Have we learned?
May. 4   Skills: Critique methods.
            Assignment: Fifteenth entry.
            DUE: Project 4. Portfolio on Online Journal.

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.

Statement on Ethics in Teaching and Practicing Art and Design
As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

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 Spring 2017:
February 18
March 25
April 18

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 2017:
January 26
February 9
March 9
March 23
March 30

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/

Important Deadlines:

January 1 Day of Week	Sunday
Martin Luther King Day (no classes)	Mon Jan 16
First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed	Mon Jan 23
Last day to add classes—all individualized section forms due Last day to drop with no tuition penalty	Mon Jan 30
Last day to drop with a 33% tuition penalty	Mon Feb 13
Final Drop Deadline (67% tuition penalty)	Fri Feb 24
Immunization Record Deadline	Wed Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	Mon Feb 20 – Fri Mar 24
Selective Withdrawal Period (undergraduate students only)	Mon Feb 27 – Fri Mar 31
Spring Break	Mon Mar 13 – Sun Mar 19
Incomplete work from Fall 2016 due to Instructor	**Fri March 31**
Incomplete grade changes from Fall 2016 due to Registrar	**Fri April 7**
Dissertation/Thesis Deadline	Fri May 5
Last day of classes	Sat May 6
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.	Mon May 8 – Tue May 9
Exam Period (beginning at 7:30 a.m.)	Wed May 10 – Wed May 17
Commencement and Degree Conferral Date	May 20

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.

This course satisfies a Mason Core Foundation Requirement for Information Technology:

Learning Outcomes:

Almost no area of academic, professional, or personal life is untouched by the information technology revolution. Success in college and beyond requires computer and information literacies that are flexible enough to change with a changing IT environment and adaptable to new problems and tasks. The purpose of the information technology requirement is to ensure that students achieve an essential understanding of information technology infrastructure encompassing systems and devices; learn to make the most of the Web and other network resources; protect their digital data and devices; take advantage of latest technologies; and become more sophisticated technology users and consumers. Courses meeting the "IT only" requirement must address learning outcomes 1 and 2, and one additional outcome. Courses meeting "IT with Ethics component" must address outcomes 1, 2, 3, and 5. Courses meeting the only IT Ethics component must address outcomes 3 and 5.

1. Students will be able to use technology to locate, access, evaluate, and use information, and appropriately cite resources from digital/electronic media.

2. Students will understand the core IT concepts in a range of current and emerging technologies and learn to apply appropriate technologies to a range of tasks.

3. Students will understand many of the key ethical, legal and social issues related to information technology and how to interpret and comply with ethical principles, laws, regulations, and institutional policies.

4. Students will demonstrate the ability to communicate, create, and collaborate effectively using state-of-the-art information technologies in multiple modalities.

5. Students will understand the essential issues related to information security, how to take precautions and use techniques and tools to defend against computer crimes