AVT 280: Introduction to New Media Arts

George Mason University
College of Visual and Performing Arts
School of Art - AVT 280
New Media in the Creative Arts (4 credits)

Instructor: Hope Hutman
Office Hours: by appointment
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Spring 2018

DESCRIPTION:
AVT 280 Investigates ways in which contemporary artists employ tools in response to social, political and cultural conditions. Students create meaningful works of art that demonstrate conceptual and contextual awareness plus technical ability. Offered by School of Art. May not be repeated for credit.

LEARNING OUTCOMES:
• Ability to apply critical visual analysis to work and to express your own ideas about your work and the work of others
• Insight into the dynamic interplay between form, content and context
• Understanding of new media art tools, strategies and hybridity.
• Self-discipline and mature approach to work

GRADING CRITERIA:
Letter grades will be assigned based on the George Mason University undergraduate grading system where a letter grade of “A” is equal to 4.00 grade points, “A-” equals 3.67 grade points, etc. See the Academic Policies section of the University Catalog (available online at www.gmu.edu) for more information. Students will be evaluated on the following:

• Timely completion of all six projects with documentation
• Timely completion of Final Project
• Timely completion of writing assignments
• Full participation in weekly work sessions, discussions and critiques
• Creative experimentation with media and ideas
• Spelling and Grammar
GRADING BREAKDOWN:

- All assignments count for 60% of your final grade
- Writing assignments 10%
- Class participation, preparedness, attendance count for 30% of your final grade

ATTENDANCE POLICY:

The attendance policy in the Mason catalog states: "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 non-participation. 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."

Attendance in this course is required. Please note that if absent, the student must find out from a classmate what she/he has missed and what to prepare for the following class meeting.

You will lose 5 points for each unexcused absence. Excused absences include personal illness; family emergencies, and extenuating circumstances beyond your control that prevent you from attending class. If you wish to be excused from class to observe a religious holiday, or for any other serious matter of a personal nature, you must bring it to the attention of the professor. Class starts and ends on its designated time.

COURSE OUTLINE:

NOTICE: Additions, subtractions and reorganization of course content are likely to be made in response to particular class needs. Changes will be announced during class meetings and/or sent to student GMU email accounts.

Sound  [Jan 23, Jan 25, Jan 30, Feb 1]
Prompt: Surveillance

Homework Due January 25:
Read The Medium is the Message by Marshall McLuhan

Homework Due January 30:
Read Rapid Prototyping, Michael Rees
(Google Drive, class reading folder)

Homework Due February 1:
Share your Sound Project in Class

**Picture** [Feb 6, Feb 8, Feb 13, Feb 15]
Prompt:  (We will discuss and decide on prompts in class)
Homework Due February 6:
Watch:  History of Cutting: The Soviet Theory of Montage  
[https://www.youtube.com/watch?v=JY edfenQ_Mw&t=417s](https://www.youtube.com/watch?v=JYedfenQ_Mw&t=417s)
Read:  “Cares Mobile Safety Center” a Case Study. “Designing for Social Change” by Andrew Shea

Homework Due February 8:
Read:  Tim Rollins and K.O.S.: A History  
Writing #1  What is the big idea? What is your work about?  (300 words)

Homework Due February 13
Read:  On&By Christian Marclay, In Conversation with Students at the University of Rennes, 2009

Homework Due February 15
Share your Picture Project in Class

**Code**  [Feb 20, Feb 22, Feb 27, March 1, March 6]
Prompt:

Homework Due February 20
Read:  Outrage Society Byung-Chul Han
Read:  In The Swarm Byung-Chul Han

Homework Due February 22
Read:  Introduction, How To Do Things With VideoGames by Ian Bogost  

Homework Due February 27
Read:  Hacker’s Manifesto by McKenzie Wark  

Homework Due March 1
Read:  An Interactive Story Follows Two Migrants on Their Journeys to Europe, by Allison Meier  
Homework Due March 6
Share Code Project in Class

**Participation** [March 8, March 20, March 22, March 27]
Prompt:

Homework Due March 8
Read: Anthology: Writings by Yoko Ono

Homework Due March 20
Read: John Cage A Year From Monday
Read MoMa Press Release: Robert Rauschenberg, The Soundings

Homework Due March 22
*Writing #2 What artists or readings influenced your work and why? (300 words)*

Homework Due March 27
Share Participation Project in Class

**Games** [March 29, April 3, April 5, April 10]
Prompt:

Homework Due March 29:
Read: Soraya Murray, High Art/Low Life: The Art of Playing *Grand Theft Auto* (in Google Drive)

Homework Due April 3
Read Bill Viola Will There be Condominiums in Data Space?

Homework Due April 5
*Writing #3 How are these ideas reflected in the work you made this semester? (300 words)*

Homework Due April 10
Share Game Project in Class

**Social Practice** [April 12, April 14, April 17, April 19, April 26, May 1]
Prompt:
Homework Due April 12
Read: How the Art of Social Practice Is Changing the World, One Row House at a Time


Homework Due April 14
Reading: TBA

Homework Due April 17
Reading: TBA

Homework Due April 19
Reading: TBA

Homework Due April 26
Reading: TBA

Homework Due May 1
Share Participation Project in Class

May 6  Final paper Due, All projects documented, labeled, and in your project folder