

AVT 180: New Media in the Creative Arts | Fall 2017 | Sharmila Karamchandani

Course Syllabus – Fall, 2017

George Mason University

College of Visual and Performing Arts

School of Art

Course Information Section 010:

Class Schedule: Mondays & Wednesdays 10:30 AM – 11:45 AM

Classroom: Art & Design, Rm. 1022

Professor: Sharmila Karamchandani

Email: skaramch@gmu.edu

Office Hours: Wednesdays Noon – 1 pm. By appointment

Prerequisites: None

COURSE DESCRIPTION: *From the course catalog –AVT 180* “Introduces computing from the artist’s perspective. Emphasizes computer use for artistic creation and research. Overview of image making and time-based media within the broad context of contemporary art, new media art, and mediated culture.”

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 as placed against) fine art, new and emerging technologies, 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.

***Note: This syllabus is subject to change upon Instructor's discretion**

This class fulfills a **Mason Core requirement for Information Technology.**

IT goal: 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.

1. IT courses will fulfill a majority of the following learning outcomes: 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.

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.

Sketchbook (pre-production): Students are expected to regularly document their ideas in a sketchbook. These will act as references for individual meetings and be taken into consideration with final grading. Sketching is an important component to the creative process of an artist and designer. Each project should show some evidence of “pre-production” and idea generation. A student who is actively sketching and writing their ideas, is fully engaging in the assignments, it is in your best interest to make this part of your artistic practice.

Course Expectations

Attendance: Attendance factors significantly in your final grade. Students are expected to attend every class, and attendance will be taken. Students need to be on time, and attend the entire class. As each class builds on the previous one, it is very difficult to keep up with new information and concepts being introduced if you miss class, arrive late, or leave early. Chronically late arrival and early departure from class may result in a lowered grade. Unexcused absences on critique or exam days may result in a lowered grade. Three occurrences of arriving late to class will equal one unexcused absence. Three unexcused absences will result in a lowered grade. An unexcused absence will subtract four points off of your attendance grade.

Missed Assignments: Students are responsible for missed assignments and lectures and must contact a fellow student for missed assignments. Students who are falling behind in their work need to make an appointment to see me before problems become critical.

Class participation: It is expected that you complete assigned readings before class, and that you come prepared to discuss them in class. Assigned projects must be completed prior to attending the next class, although some additional in class time may be given to finish up something that could not be done outside of class. Working on an assigned project in class may cause you to be unprepared for additional materials that will be introduced that day. We will be critiquing assigned projects on their due dates. Participation in critiques is extremely important to the learning process not only for you, but also for others in the class. Come to critiques expecting to offer opinions and evaluations in a constructive manner. Aesthetic and technical aspects of projects will be discussed and analyzed.

Grading Policy: Grades will be determined based on project work, assignments, critiques, active participation, quizzes, and attendance.

All assignments/projects are due on the specified due date.

A late assignment/project will result in a grade reduction.

Any assignment/project that is handed in on time may be redone for a better grade.

Only projects that are turned in on time will be accepted for a re-grade.

Each project: 100 points

Grade is given based on Concept, Execution, Articulation, Critique, Process documentation, Preparation of digital files, Presentation and meeting the deadline.

The percentage of final grade breakdown is as follows:

All projects: 50%

Class participation and attendance: 10%

Final Project: 40%

A+: 97-100% A: 93-96% A-: 90-92% – Excellent, Outstanding work.

B+: 87-89% B: 84-86% B-: 80-82% – Good, Above average work.

C+: 77-79% C: 74-76% – Average, Satisfactory work.

C-: 70-72% – Average, but unsatisfactory work.

D: 60-69% – Below Average, Unsatisfactory, passing work.

F: Below 60% – Failure

Software: The student will be introduced to time based and image based editing programs. The school will have the Adobe Suite available in the labs but open source software solutions are completely acceptable for this course and for working on projects.

Supplies: Personal data storage – USB or external drive. **BACK UP YOUR WORK!!!!**

– Sketchbook Strongly recommended

– digital camera / video camera.

–Money for digital print outs (under \$50)

Resources

www.lynda.gmu.edu

Note: *An additional list will be provided to the students of recommended books, videos, organizations, articles and other resources that are related to the creative industry and will aid them to better grasp the objectives of this class.*

ArtsBus - Dates for Fall 2017:

September 23

October 21

November 18

ArtsBus Credit and Policies: You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. 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* 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 Fall 2017: 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/>

August 31...Simon Schwartz

Sept 14... Andy Birnbaum

Oct 5...Patricia Bello-Gillen

Oct 19...Sadie Barnette

Nov 11... Walter Kravitz

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 your instructor 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.

Cell Phones: 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.

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, and are responsible knowing the rules, as stated on the George Mason University website's Academic Integrity page (<http://oai.gmu.edu/the-mason-honor-code-2/>). "To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible—helping you avoid accidental or intentional violations of the Honor Code."

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.

Important University Dates:

Consortium Registration Deadline	TBD
First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date	August 28
Labor Day, university closed	September 4
Last day to add classes —all individualized section forms due Last day to drop with no tuition penalty	September 5
Last day to drop with a 33% tuition penalty	September 19
Final Drop Deadline (67% tuition penalty)	September 29
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	September 25 – October 20
Selective Withdrawal Period (undergraduate students only)	October 2 – October 27
Columbus Day recess (Monday classes/labs meet Tuesday. Tuesday classes do not meet this week)	October 9
Incomplete work from spring/summer 2017 due to instructor	October 27
Incomplete grade changes from spring/summer 2017 due to Registrar	November 3
Thanksgiving recess	November 22 – 26
Last day of classes	December 9
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.	December 11 – 12
Exam Period	Wed December 13 – Wed December 20
Degree Conferral Date The Winter Graduation Ceremony will be held on Thu December 21.	Sat December 23