

AVT 180

New Media in the Creative Arts

Spring 2018
Monday/Wednesday
007 1:30–2:45pm
003 3:00–4:15pm
AB1022

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Office hours
by appointment

Mason Core IT Requirement:

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.

Arts goal:

Students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work's underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

Prerequisites

None

Course description

New Media in the Creative Arts will show you how to use current computer technologies specific to artistic and graphic design applications. This class will teach you **Adobe InDesign, Illustrator, and Photoshop** on the Macintosh. You do not need any prior knowledge of Adobe software to complete this class.

Objectives

Through lecture, studio and computer lab time, students will learn design principles using Adobe software on the Macintosh platform. Students will develop a series of projects from rough schematics to final presentation for their portfolio. Students will be expected to research and utilize external graphic vendors and professionals, and are strongly encouraged to join professional design organizations such as AIGA (www.aiga.org) and ADCMW (www.adcmw.org).

Content

Introduces computing from 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.

Textbooks & Materials

- **No textbook required if you come to every class and are excellent at taking notes.** Otherwise do get yourself a Photoshop, Illustrator and InDesign book for the version of the software you'll be using.
- Removable media for storage and archiving work (flash drive or external hard drive)
- Paper and pens/pencils for notes and sketching
- Sketchbook and Binder
- Mounting board
- Paper adhesive such as Spray Mount, Studio Tac or Rubber Cement
- Xacto knife with sharp blades (extra blades as well)
- Binder Lion Flip-N-Tell Display Book-N-Easel, Letter, 20-Pocket, Horizontal, 1 Easel Display Book (39008-H) OR C-Line 24-Pocket Bound Sheet Protector Presentation Book, 48-Page Capacity, For 8.5 x 11-Inch Inserts, Black (33240)

Performance Requirements

Students will receive a handout for each assigned assignment/exercise/project, and must hold onto this, as it will explain the expectations and specs. All work that is incomplete or does not follow specs will have points deducted.

Participation is 20% of your entire class grade. You will receive the total of 20% toward the final grade if you are in class for each scheduled session and have participated in all class work. Lack of participation during any class will reduce this 20% portion of your total class grade proportionally. Failure to participate in FIVE of the scheduled classes will result in loss of 20% of your total grade. For each absence, a student will lose 4% of their final grade. An absence may be excused (to avoid drop of participation grade), at the discretion of the professor, if a student has an extenuating circumstance that caused the absence, such as an illness, hospitalization, etc. In such a case, the student must provide proper documentation, such as a doctor's note, etc. in order to be excused.

Evaluation

Attendance/Participation.....	20%
Assignments/Exercises.....	20%
Midterm.....	10%
Project One.....	15%
Project Two.....	15%
Project Three.....	20%

Do I need to buy the software?

Buying the software for your own computer is encouraged but not required, as it is much easier to work on your projects on your own computer, use your own fonts, color palettes, etc. Keep in mind that you will need to work on assignments, homework and projects outside of class. Therefore, buying the software is highly recommended.

Patriot Computers sells Adobe software at the (cheaper) academic price. The Creative Cloud subscription, while good for only a year, will probably be the most cost-effective for you, especially if you are planning on taking more graphic design classes.

You should also know that there is a computer lab at the top of the stairs on the second floor of the School of Art building that you are free to use on a first-come first-served basis. Plan your time carefully as the lab gets full during busy periods, especially around exam time!

Note: If you buy Adobe Creative Cloud on your computer and need to also work on any machine with Adobe CS6, you will need to "save down" your work to a CS6-friendly version. The procedure to do this is different in each program.

Can I use my PC?

Yes, you may purchase a PC version of the Adobe software to work on your own.

Required materials?

Removable media for storage (flash drive or external hard drive)
A sketchbook (not a notebook with lines in it) and a digital camera
A personal list of go-to design websites for research, i.e. Pinterest, Behance
A presentation book or binder for showing your printed projects on critique days

Can I install fonts on the classroom machines?

No.

How do I save my work on the classroom machines?

Do NOT keep your work stored on the classroom computers, as they are cleaned periodically and there is no guarantee that your work will still be there for the next class. Keep your work on a flash drive or an online service such as Google Drive or Dropbox. I recommend using at least two methods for backing up purposes. Emailing files to yourself is highly **discouraged**.

I need to miss class, am I going to miss anything important?

Yes. If you have to miss class or come in late, you are responsible for reviewing the materials for what you missed.

How do I turn in work?

Assignments will be posted onto Blackboard. To submit work for full credit, you will need to upload your original file (Photoshop, Illustrator, InDesign) as well as an exported PDF (Portable Document Format) copy of all work onto the computer. I will go over this when things are due.

NEVER rely on emailing your work and then downloading. If this does not work and you do not have your work at the start of your class, you receive a zero for homework.

What's a critique and what do I have to do?

On days when assignments are due you are required to bring in your project (the native file format and a pdf version as well). We will look at your work and point out what makes your work a success and what needs more work. No Prints on critique day.

When are Prints due? How do I print my work?

I will announce when prints are due. The School of Art has a Print Studio (down the hall) that is available for you to print your work, however they need 48 hours lead time in order to print your work, so please keep this in mind when you are on a deadline. You are responsible for printing your own work and bringing it to class on the START of the appointed day.

What do I have to do to get a good grade?

In order to get a good grade, you need to show up to every class on time. Students are required to attend all class meetings, to arrive on time, and to stay for the duration of the class period.

- Students are required to notify the professor by email if they will be absent.
- Students are required to send the professor their preferred email address so that the professor is able to contact them, 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.

Furthermore, arriving more than 5 minutes late on 3 separate occasions (unexcused) for class, or leaving before the end of class, will result in a loss of 4% from their final grade (considered 1 absence).

It is a student's responsibility to make up any missed information due to absences. Any of the following constitutes a "0" for participation for the class session:

- Arriving more than 5 minutes late to class
- Leaving before the end of class
- Not being in class to participate
- Taking breaks passed the time indicated by the professor
- Cell phone ringing in class without prior authorization by the professor
- Inappropriate behavior and/or lack of participation in class activities, to be determined by the professor. Students in violation of the student code of conduct in the student handbook will be asked to leave the class.

*Note: deduction of 4% will only be applied after 3 occurrences.

Note: Failure to come to class prepared with all assignments and required materials within the first 5 minutes of class will result in a "0" for participation for that class session which will impact the student's course grade.

In order to get a good grade, you also need to follow the instructions on assignments/exercise/projects – read directions carefully.

Throughout the semester you will complete 3 projects, a midterm, and many in-class assignments and quizzes on readings and videos read or viewed outside of class. The assignments in class are to orient you to the tools and techniques used to create your projects. Projects will need to be submitted electronically in two versions: an original file (formats: .ZIP, .AI, .PSD) plus an exported PDF version. I need PDF versions in case you use fonts and/or images that I cannot access from my machine. You can easily make PDF files from all three programs we will be learning, but the procedures vary.

All assignments/exercises/projects are due before class begins on the specified date.

What if I have questions?

Questions are encouraged! You can ask me in person or email me. Don't EVER assume anything. Clarify it with me. Give me 24-48 hours to reply. When emailing me please write your name, the class and the section you are in on the subject line. You may email me at the Gmail account as well.

What if I turn in work late?

Late assignments, exercises and projects will not be accepted without valid documentation. The same goes for the midterm. If you are absent during the midterm exam, you must present valid documentation in order to make-up the exam. (Any deviation from this policy will be extremely rare and at the discretion of the professor).

Each assignment, exercise or project will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified.

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. If you are facing an emergency and are unavailable to be in class, you are responsible of notifying the instructor prior to the class time (in person, by phone, or email) in order to discuss a possible alternate arrangement. Students must take full responsibility for their work and deadlines.

What are the Deadlines and when are the Submission of Work due?

Assignments, exercises and projects are due before the beginning of class unless otherwise indicated. Assignments, exercises or projects not turned in at the time they are due will receive a grade of an "F." You are required to turn in all materials and files related to each project on time. Late work will not be accepted. You will turn in all files related to your assignments in the proper area indicated by the professor.

University and AVT Department 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

Ethics Statement in Teaching & Practicing Art/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

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.

ArtsBus - Dates for Spring 2018:

February 24

March 24

April 14

Visual Voices Lecture Series

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/>

January 24 – Brian Noyes

February 1 – Teresa Jaynes

February 22 – Sharif Bey

March 1 – Juliet Bellow

March 8 – John Henry

Important Deadlines

Last Day to Add (Full-Semester Course)

January 29

Last Day to Drop (No Tuition Penalty)

January 29

Selective Withdrawal Period

February 26–March 30

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.

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.

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' 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 training.gmu.edu to see the schedule of workshops and to sign up..