

## **AVT 180 New Media in the Creative Arts**

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Cell: 703-975-3500 | Classes/Office Hours: TR 4:30-5:45 p.m. & 5:55-7:10 p.m. AB 1023

**Course Description:** New Media is a creative practice that investigates our physical and virtual realities that often become interwoven with socio-cultural objects, historical practices, and political events. Interestingly enough, these variables almost seem to influence our genetic code, relationships, global view, and existence. This class will be experimental in its approach to use software and techniques to create media that involves themes of activism, awareness, consumption, collaboration, desire, education, interactivity, physicality of objects, social networks, and performance art, etc. Students will not only use technology to craft their ideas but also experiment with fine art practices to enhance the aesthetic experience when presenting projects in a critique forum. 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) and culture(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. For this course, we will likely be using Adobe Photoshop (image manipulation and frame animations), Illustrator (logo and advertisement creation), InDesign (text and publication features), and Final Cut Pro or iMovie (introductory video compilations). Please note that although this is an introductory course on new media software, conceptual research and social inquiry are the predominant aspects to the course.

**Mason Core Classes:** 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.

### **Materials**

- **A portable USB or firewire drive to transfer and back-up project files. All projects will be turned in on a CD or one of these devices to receive a final grade for the course. No exceptions, including Dropbox or email.**
- **A digital camera. You may check cameras out from the Johnson Center STAR Lab or from the Photo Lab.**
- **A sketchbook or binder to collect drawings, newspaper clippings, and ideas to support your projects.**
- **Most importantly, bring a good work ethic, curiosity, and a sense of humor.**

### **Recommended Books (Not Required)**

- *New Media Art* by Mark Tribe and Reena Jana; Taschen, 2006, ISBN: 3-8228-3041-0
- *New Media in Art (World of Art)* by Michael Rush, Thames & Hudson; June 2005, ISBN-10:0500203784
  - *Digital Art (World of Art)* by Christiane Paul, Thames & Hudson; October 2008 ISBN-10:0500203989
- Any step-by-step guidebooks for software: Adobe Photoshop, Illustrator, InDesign, Final Cut Pro, and/or QuickTime. We will do our best to sample each of these programs to give you more experience and discoverability when creating class projects such as image making, vector graphics, digital montages, video editing and animation.

### **Grade Breakdown**

- **All assignments count for 60% of your final grade**
- **Class participation, preparedness, and research count for 40% of your final grade**

**Attendance is mandatory!** This is an experience class and growth comes only through continued active participation. In case of an unavoidable absence, please contact me immediately (email is best). You are responsible for all missed information. **Excessive tardiness (15 minutes plus) and/or absence (more than two classes) will result in a severely reduced or failing grade for the course regardless of performance.** Non-class open lab periods serve to provide additional work time outside of the classroom, which is recommended for the successful execution of projects. They do not serve as a replacement for scheduled class time. **In-class attendance is required to show proof of work. Prior to leaving the classroom, you must check-in with the professor.**

**University 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.

**Critiques, Collaborative Projects, and Deadlines:** Critiques are essential to artmaking and cultivating your ideas. All students must participate in critiques with insightful dialogue in order to receive a grade for their projects. You are expected to arrive to class prepared to work with any materials you need that day, this includes in-class reading assignments. In addition to the required technology and supplies, you are obligated to purchase specific materials as indicated within each assignment. If for any reason you are having difficulties with purchasing any materials required for a project, please see me and we will work out a plan. It is mandatory that you stick to the materials stated on the assignment sheets and purchase them before you arrive to class. **Students who turn in assignments on time and participate in critique will be able to resubmit the project for a higher grade.**

- **A = Outstanding** - Consistently exceptional work that raises the standards for one's entire peer group
- **B = Above Average** - Exceeding the requirements and expectations of the class
- **C = Average** - Meeting all class requirements
- **D = Below Average** - Completion of most, but not all, course requirements
- **F = Fail** - Failure to meet the requirements of the course

**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 Office of Disability Services (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 Office of Disability Services.

**Technology:** In accordance with George Mason University policy, please silence all 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).

**MasonLive/Email:** 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. The best method of communication is through GMU email, [achaudh7@gmu.edu](mailto:achaudh7@gmu.edu); please allow at least 48 hours for a response and a good idea is to cc: my personal email, [asmachaudhary@gmail.com](mailto:asmachaudhary@gmail.com). Please do not leave voicemails at the SOA Office as they may not be checked as often.

### **Important University Dates**

Martin Luther King Day (no classes)	Mon Jan 15
<b>First day of classes</b> ; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed	Mon Jan 22
<b>Last day to add classes</b> —all individualized section forms due Last day to drop with no tuition penalty	Mon Jan 29
<b>Last day to drop with a 33% tuition penalty</b>	Mon Feb 12
<b>Final Drop Deadline (67% tuition penalty)</b>	Fri Feb 23
Immunization Record Deadline	Thu Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via <a href="#">Patriot Web</a>	Mon Feb 19 – Fri Mar 23
Selective Withdrawal Period (undergraduate students only)	Mon Feb 26 – Fri Mar 30
Spring Break	Mon Mar 12 – Sun Mar 18
<b>Incomplete work from Fall 2017 due to Instructor</b>	Fri Mar 23
<b>Incomplete grade changes from Fall 2017 due to Registrar</b>	Fri Mar 30
Dissertation/Thesis Deadline	Fri May 4
<b>Last day of classes</b>	Sat May 5
<b>Reading Days</b> 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 7 – Tue May 8
<b>Exam Period</b> (beginning at 7:30 a.m.)	Wed May 9 – Wed May 16
<b>Commencement</b>	Fri May 18
<b>Degree Conferral Date</b>	Sat May 19

**ArtsBus Credit and Policies (Not Required for this Course):** **ArtsBus Dates: 24 February, 24 March, and 14 April.** 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/>. **Visual Voices Dates: 24 January (Brian Noyes), 1 February (Teresa Jaynes), 22 February (Sharif Bey), 1 March (Juliet Bellow), and 8 March (John Henry).** I give extra credit for those who attend and write a blog post about it.

**Writing Center and the Johnson Center's Collaborative Learning Hub:** 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](http://ittraining.gmu.edu) to see the schedule of workshops.

**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.

**Honor Code:** Students must adhere to the guidelines of the George Mason University Honor Code. Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

**Schedule of Classes (adjustments may occur):**

- **Tuesday, 24 January – First Day of Classes**
- Thursday, 26 January – Introduction of First Project
- **Tuesday, 30 January – No Classes (Ensure Access to Blog Site/Facebook Page...Blog Post Required Each Class Day...whether in person or not)**
- Thursday, 1 February – Photoshop Work Day
- Tuesday, 6 February – Photoshop Work Day
- Thursday, 8 February – Professional Mounting Demonstration
- **Tuesday, 13 February – No Classes/Finish Project (Open Lab on Third Floor)**
- **Thursday, 15 February – No Classes/Finish Project (Open Lab on Third Floor)**
- **Tuesday, 20 February – Project #1 Critique (Design in Photoshop)/Introduction Project #2**
- Thursday, 22 February – Photoshop/Illustrator Work Day
- Tuesday, 27 February – Photoshop/Illustrator Work Day
- **Thursday, 1 March – No Classes/Finish Project (Gather Images/Open Lab on Third Floor)**
- Tuesday, 6 March – Photoshop/Illustrator Work Day
- **Thursday, 8 March – Project #2 Critique (Social Activism Poster in Illustrator)/Introduction Project #3**
- **Tuesday, 13 March – Spring Break; No Classes (Gather Ideas on Logo Inspirations)**
- **Thursday, 15 March – Spring Break; No Classes (Gather Ideas on Resumes/Infographic Inspirations)**
- Tuesday, 20 March – Photoshop/Illustrator/InDesign Work Day
- Thursday, 22 March – Photoshop/Illustrator/InDesign Work Day
- **Tuesday, 27 March – Project #3 Critique (Logo and Resume in InDesign)/Introduction Project #4**
- Thursday, 29 March – Photoshop Work Day
- Tuesday, 3 April – Photoshop Work Day
- Thursday, 5 April – Photoshop Work Day
- Tuesday, 10 April – Photoshop Work Day
- Thursday, 12 April – Photoshop Work Day
- Tuesday, 17 April – Photoshop Work Day
- **Thursday, 19 April – Project #4 Critique (1-Minute Frame Animation in Photoshop)/Introduction Project #5**
- Tuesday, 24 April – Final Cut Pro/iMovie Work Day
- Thursday, 26 April – Final Cut Pro/iMovie Work Day
- Tuesday, 1 May – Final Cut Pro/iMovie Work Day
- **Thursday, 3 May – Last Day of Class/Project #5 Final Critique (1-Minute Mash-Up Video)**