Introduction to New Media Art  (AVT 280 - 001) 4 credits
George Mason University College of Visual & Performing Arts
Class Hours: 10:30 a.m. – 1:10 p.m.
Class Dates:  Tuesday + Thursday
Location: Art & Design Building 1021
Instructor: Rachel Guardiola
Email: rguardio@gmu.edu
Office hours: by appointment

Course 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. This studio based course explores the shifting relationship between humans, technology, and art making in context to the zeitgeist or ‘spirit of the time,’ throughout history to trends at this contemporary moment. Students will apply tools and technical skill sets learned in this course to create dynamic projects that express their own ideas in response to themes and issues of the 21st century.

Course Objectives
Upon completing the course, the student will be able to:
● Complete a finished portfolio of projects and assignments that investigate technical, aesthetic, formal, and conceptual aspects of New Media
● Edit and manipulate content using professional computer software
● Utilize a variety of equipment and expanded modes of making
● Document, plan, research, experiment, and prototype ideas
● Identify work processes and self-discipline that can be integrated into individual practice beyond this course
● Develop an understanding of contemporary artists working in New Media
● Discuss, write, and critique own work and the work of others in a constructive manner

Required Text
All readings and instructional software guides will be shared in the form of pdfs through Blackboard.

Required Equipment & Materials
● External storage device (hard drive, flash drive) minimum 32 GB
● Output materials (as needed by student)
* IF YOU WORK ON BOTH MAC & PC OPERATING SYSTEMS, YOU MUST FORMAT YOUR HARD DRIVE FOR BOTH TO PREVENT RISK OF FILE CORRUPTION AND/OR LOSS

Attendance
Please show up on time, prepared, and remain present throughout the class. Attendance and lateness will affect your final grade. Students are permitted 2 unexcused absences a semester without consequence to their grade. More than 2 unexcused absence will result in a final grade that is lowered 1 full letter grade. 4 or more unexcused absences will result in a failing grade. Students that leave the
classroom early or throughout the class for an extended period of time without permission will result in an unexcused absence. If you are late to class more than 3 times in a semester, the final participation grade will be lowered 1 full letter grade. If a student is unable to attend class, needs to leave early, or arrive late please communicate through email prior to class to inform the instructor of their status. If a student is absent the day of a project or assignment deadline, it is still due on that day unless an extension has been previously discussed with the instructor. Excused absences include personal illness, family emergency, spiritual holiday not observed on the academic calendar, or any other serious matters of personal nature and will not affect the final grade. It is the student’s responsibility to find out what they have missed and adhere to deadlines whether an absence is excused or unexcused.

Participation
The course will be a combination of studio and seminar. Please come prepared to class with the equipment, sketchbook, and files needed to optimize work time in class. There will be instances when smart phone use can be used for projects and assignments, however please do not use cell phones during class for any other purposes. If cell phone use becomes an issue, it will result in a deduction of your participation grade. Same policy goes for surfing the Internet during lessons or work time involving computer use. Do not utilize the Internet for activities unrelated to class. The class will have a series of critiques throughout the semester. The purpose of the critique is to provide constructive criticism and share ideas so we can collectively better our work. Silence is not acceptable in critique, if you want others to speak in your turn, each student must provide active dialogue with everyone else’s work.

Projects & Assignments
All projects and assignments will be posted on Blackboard with their detailed instructions and deadlines. We will go over all projects and assignments in class to provide opportunity for any questions. If a student needs to contact the instructor outside of class time please do so in email. Please expect a 48 hour period or less for response Monday through Friday. Students will have a few weeks to complete each project. Assignments will include topics related to the projects that will range in reading, writing, watching, listening, presenting, and making. It is the student’s responsibility to check Blackboard daily for updates, descriptions of projects & assignments, readings, links, and any unexpected changes to deadlines due to issues such as weather or school closures.

Assignments will be submitted on Blackboard. When projects specify that they should be turned in as a digital file please submit them on a USB Flash Drive the day they are due. Create a folder and title it the name of the project. Place the file(s) in the labeled project folder. If files are misplaced or organized in a manner where the instructor has to guess where they are, points will be deducted from the project grade. Please title each digital file as the following:

firstname_lastname_number.jpeg
ex. captain_beefheart_01.mp4

Grading
Projects & assignments will be graded on the following:

Direction - Ability to complete projects on time and with appropriate response to assignment theme and guidelines
Technical - Ability to apply technical skill sets covered in class to artwork
Originality - Ability to create a unique project based on individual ideas, thought out critical explorations, and verbalization of concepts

Design Quality - Ability to communicate individual response to projects in a variety of media, express ideas through art making, and demonstrate informed aesthetic, formal, and compositional choices relevant to the medium employed

Grading Scale:

A - Work that is extensively creative, unique, thoroughly investigated, informed, researched, and demonstrates commitment to craft, ideas, and expanding one’s vocabulary.

B - Work that is creative, informed, researched, and demonstrates commitment to craft, ideas, and expanding one’s vocabulary.

C - Work that is complete, though derivative, and/or could benefit from further research, more creative direction and/or skillful application.

D - Work that is below average in quality and suffers from unskilled, uninformed, and/or derivative work.

F - Work that demonstrates consistent neglect of course requirements, excessively late work, poor application of processes, thought, creativity, or skill. Work that is non-existent or plagiarized is an automatic failure.

The final grade is an average of the projects, assignments, participation, and presentations. Work will not be accepted after its deadline unless an extension has been previously discussed with the instructor and will result in a failure. If the student is experiencing a particular issue, please communicate to the instructor prior to the deadline to request an extension.

Projects 50%
Assignments 25%
Participation 20%
Presentations 5%

Resources on Campus

Student Technology Assistance & Resource Lab (STAR Lab)
Location: Johnson Blding 2nd floor Rm 229
t: 703-993-8990
Checkout system: https://gmu.webcheckout.net/patron
Monday – Thursday 10 am to 10 pm
Friday – 10 am to 6 pm
Saturday – Closed
Sunday – 12 pm to 6 pm

Collaborative Learning Hub (CLUB)
Location: Johnson Blding 3rd floor Rm 311
t: 703- 993-3141 e: club@gmu.edu
Monday – Thursday 9 am to 7 pm
Friday – 10 am to 6 pm

**School of Art Print Studio (SoA Print)**
Location: Art & Design Blding 1st floor Rm 1011
t: 703-993-1223 e: soaprint@gmu.edu
Monday – Thursday 10 am to 5 pm
Friday – 12 pm to 4 pm
For a list of prices & services: http://soaprint.gmu.edu/index.html

**Fenwick Library**
Location: 4400 University Dr.
t: 703-993-2240 e: feninfo@gmu.edu
Monday – Thursday 8 am to 12 am
Friday – 8 am to 7 pm
Saturday – 10 am to 6 pm
Sunday – 12 pm to 12 am

**ARTStor**
ARTStor - All students have access to ARTStor, an art image library database. Please utilize this database when researching artworks. The images are higher in quality to most versions found on the web.

**LYNDA**
Lynda.com - All students have access to Lynda.com, an online instructional database for computer programs. This is an excellent resource for learning any design software that includes video, text, and audio based instruction. It is superior than any 'how to' videos you will find on the web.

**University and School of Art Policies**

**Students with Disabilities and Learning Differences**
If you have a diagnosed disability or learning difference and you need Academic accommodations please inform the instructor on the first day of the semester and contact the Office of Disability Services (SUB I Suite 2500, 703-993-2474, ods@gmu.edu, https://ds.gmu.edu/). You must provide the 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 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).

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
Dates for Spring 2019: February 23, March 30, & April 13
ArtsBus Credit and Policies
You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: ArtsBus ‘About ArtsBus’ 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 2018 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 7:30-9:00 p.m. in Harris Theater. The schedule can be accessed here: Visual Voices Lecture Series Dates for Spring 2019: Margaret Boozer 1/24, *Jeremy Boyle 2/21, Montri Nuchnang 2/28, & Dorothy Moss 3/7

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 email 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 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.

**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 Hall B, Rm 213 (703-993-1200,
wcenter@gmu.edu). The services of the Writing Center are available by appointment, online and,
ocasionally, on a walk-in basis. The Collaborative Learning Hub located in Johnson Center Rm 311
(703-993-3141, club@gmu.edu), 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.
Course Outline
* All assignments will be communicated on Blackboard and organized as categories in which students will ‘Read’ (read articles shared as pdfs or links to websites), ‘Write’ (respond to readings or prompts), ‘Look’ (watch a video or view artwork(s), and/or ‘Make’ (create an artwork).

Section 1: Introduction to New Media (1/22-1/29)
Theme 1- Defining New Media Medium, Terminology, & Meaning
Theme 2- Ghosts in the Machine
Theme 3- Technology & Humans

Assignment #1 Due Thurs 1/24
Assignment #2 Due Tues 1/29
Assignment #3 Due Thurs 1/31

Section 2: Digital Imaging (1/31-2/14)
Theme 1- Photography’s Impact on Representation
Theme 2- Dadaism, Montage, Readymades, & Avant-garde
Theme 3- Appropriation, the Copy, & Authorship


Assignment #4 Due Tues 2/05
Assignment #5 Due Thurs 2/07
Assignment #6 Due Tues 2/12

Project #1: Digital Monstrosity Due Thurs 2/14
Create 3 complex digital montages that morph together items that are radically different or in juxtaposition, and re-contextualize them to give them new meaning. Bring together two polarities that normally would not exist together into singular integrated compositions. Incorporate both original and appropriated imagery to your compositions. Source material can include captured or re-photographed content, scanned images, objects, digital images, text, or web content. Create montages that do either of the following: investigate personal identity, your relationship to technology, or reflect on current events through the creation of invented beings that are products of our time. Print the 3 final photo montages on fine art paper of your choice that is a minimum of 8 ½ x 11” in scale (any ratio dimensions are acceptable). Submit a 250 word double spaced artist statement to Blackboard. Submit one image also as an animated GIF on the class blog labeled with your name and title.
Section 3: Screens & Time-based Media (2/19-3/07)

Theme 1: Film, Video, & Animation
Theme 2: Expanded Cinema, Beyond the Screen
Theme 3: Multimedia Installation, Perception, & Sensorial Experience
Theme 4: Media Construction, Simulation, & Manufacturing Truth

Skills: Adobe Premiere, Video editing, Frame rates, Video file types, Codex, Sharing video, Video capture, Stop animation, Time-lapse animation, Object animation, Cut animation, Studio Lighting Basics

Assignment #7 Due Thurs 2/21
Assignment #8 Due Tues 2/26
Assignment #9 Due Thurs 2/28

Project #2: Manufacturing Meaning Due Thurs 3/07
Create a 1 minute time-based project utilizing the process of your choice (video, animation, and/or multimedia installation). You can integrate both original and appropriated content. Utilize 3 out of 5 methods of editing which include Metric, Rhythmic, Tonal, Over-tonal, and Intellectual Montage to combine content and transform the meaning from its original source. Combine disparate content (content that does not go together) through the editing process to construct truth and transform its context to give new meaning. Consider how the meaning is transformed through the editing, re-organization, and mechanics of the material. Think about how you can combine image and sound together to create tension and elicit emotional response in your audience. Write a 250 word double spaced artist statement to Blackboard. Create a Vimeo account and upload your project to this account to share your work with the class.

Spring Break

Assignment #10 Due Tues 3/19

Pecha Kucha Presentations Due Tues 3/19
Create a Pecha Kucha inspired presentation where you discuss an artist and their artworks with 5 slides in 5 minutes, each slide lasting one minute in length. Select an artist of your choice from the list shared with you and highlight 3 of their artworks in the presentation. Upload your presentation to Blackboard. Please discuss the works in your own words. Slide format must include: (1) Bio of artist (2) Artwork #1 (3) Artwork #2 (4) Artwork #3 (5) Misc. or additional information of your choice about the artist you want us to know.
Section 4: Sound Design (3/12-4/02)
Theme 1: Experimental Sound, Scores, & Performance
Theme 2: Audio Environments
Theme 3: Archives, Re-mix & Re-sampling History
Theme 4: Listening to Language & Self-destructive Machines

Skills: Audacity, Audio recording, Field recording, Microphones, Sound editing, Sampling, Re-mixing, Multi-tracking, DIY construction, Performance art, Improvisation

Assignment #11 Due Thurs 3/21
Assignment #12 Due Tues 3/26
Assignment #13 Due Tues 4/02

Project #3 Invented Instrument Chorus Due Thurs 4/04
This project has three parts. First each student will invent and construct their own instrument during class time. With this instrument they will play and record 10 different sounds. These sounds will be shared with the class to create a giant audio library that everyone will have access to. Make sure to label your sounds with your name. Each student will then compile a 1-2 minute soundscape, imagined environment, or re-mix using Audacity. If you appropriate a sound from the class sound library, make sure that it is altered from its original. You may incorporate other field recordings, recorded sounds, voice, sampled, or re-mixed audio to your project.

Section 5: Interactivity & the Age of Information (4/09-5/02)
Theme 1: Computer, Internet, & the Obsolete
Theme 2: Who’s Watching Who, Spectators, & Surveillance
Theme 3: Cyborgs, Othering, Avatars, & Identity
Theme 4: Gaming Words, Virtual Environments, Global Communication, & Audience Participation

Skills: Documentation, Internet, Various Digital Media, Social Media, Cell phone Apps, Glitch & Databending

Assignment #14 Due Thurs 4/11
Assignment #15 Due Tues 4/16
Assignment #16 Due Thurs 4/18

Final Project & Critiques Due Tues 4/30 & Thurs 5/02
Select any medium(s) of your choice image, video, sound, performance, installation, projection, computer based media, etc. Create an artwork that incorporates either of the following themes: interactivity, play, participation, othering, identity, or surveillance. Consider the presentation of the work, how it will be viewed or displayed, how it will be
shared or made accessible, and any technology or equipment needed to show the work. In the final critique, the work should exist in the manner you want it to be viewed whether that is in a gallery, museum, black box space, theater, web, outside, etc. Each student will have a determined period for audience viewing and must adhere to the time constraints of the class. If your work must require longer than allotted viewing time, you must prepare a version and make it available to your audience prior to the final class. Write a 250 word double spaced artist statement and submit it to Blackboard.
## Calendar

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<tr>
<th>Classes</th>
<th>Date</th>
<th>Assignment Deadline</th>
<th>Project Deadline</th>
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<tbody>
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<td>Tues 03/19</td>
<td>Section 4: Sound Design</td>
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<td>#13 Collaborative Research Group Presentations</td>
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<td>#3 Invented Instrument Chorus</td>
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<td>Section 5: Interactivity &amp; Age of Information</td>
<td>FINALS LAST DAY OF CLASS Final Project Critiques Group 1 Final Project Critiques Group 2</td>
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**Resources**

*vendors*

**Dominion Camera**
(703) 532-6700  
112 West Broad Street  
Falls Church, Virginia 22046  
http://www.dominioncamera.com/index.html

**Furthermore Printing**
(202) 330-1219  
Mt. Rainier, MD  
http://www.furthermorellc.com/index.cfm

**District Camera and Imaging**
(703) 250-5555  
6025-G Burke Centre Pkwy  
Burke, VA 22015  
https://www.districtcamera.com
Pro Photo
2000 Pennsylvania Avenue NW
Washington, DC
(202) 223-1292
http://www.prophoto-dc.com

F 8 Rentals
(703) 382-9000 or (202) 797-7000
11703 Bowman Green Drive, Reston, VA 20190
529 14th St NW, Washington DC 20045
http://f8rentals.com

Plaza Art Supply
(703) 280-4500
3045 Nutley Street
Fairfax, VA
http://www.plazaart.com

Blick Art Materials
(202) 898-0555
1250 I St. NW
Washington D.C. 20005
https://www.dickblick.com/

Artist & Craftsman Supply
(202) 526-4446
1201-1203 Brentwood Rd NE
Washington D.C. 20018
https://www.artistcraftsman.com/

Adorama
http://www.adorama.com
Great store & internet shopping for electronics.

B and H
http://www.bhphotovideo.com/
Great store & internet shopping for electronics.

(website building)
Square Space — www.squarespace.com
Wordpress — www.wordpress.com
Tumblr — www.tumblr.com
Blogspot—www.blogger.com
ICompendium—www.icompendium.com
Other Peoples Pixels Websites for Artists – www.otherpeoplespixels.com

(gallery/museum)
Hirshhorn Museum & Sculpture Garden https://hirshhorn.si.edu/
National Gallery of Art https://www.nga.gov/
American Art Museum https://americanart.si.edu/
Library of Congress https://loc.gov/
National Museum of African Art https://africa.si.edu/
National Portrait Gallery http://npg.si.edu/
Freer Sackler Gallery https://www.freersackler.si.edu/
The Phillips Collection http://www.phillipscollection.org/
Transformer Gallery http://www.transformerdc.org/
Washington Project for the Arts (WPA) https://www.wpadc.org/
CulturalDC https://www.culturaldc.org/
Hamiltonian Gallery https://www.hamiltoniangallery.com/
STABLE. http://www.stablearts.org/
MOMA/PS1 – www.moma.org/ (free admission Fridays 4-8 pm)
International Center of Photography – http://www.icp.org
The Kitchen http://thekitchen.org/
Penumbra Foundation—http://www.penumbrafoundation.org
Metropolitan Museum of Art – http://www.metmuseum.org
New Museum – http://www.newmuseum.org (free admission Thursdays 7 – 9 pm)
Whitney Museum— https://whitney.org
Brooklyn Museum – http://www.brooklynmuseum.org
Aperture Gallery – http://www.aperture.org/gallery
Dia Beacon – http://www.diabeacon.org
Museum of the Moving Image – http://www.movingimage.us
Guggenheim – http://www.guggenheim.org
Clamp Art – http://clampart.com
Yancey Richardson – www.yanceyrichardson.com
Yossi Milo – www.yossimilo.com
Houston Center of Photography— http://www.hcponline.org
The Halide Project— http://www.thehalideproject.org/
Process Reversal— http://www.processreversal.org
Philadelphia Photo Arts Center PPAC— https://www.philaphotoarts.org
Napoleon Gallery— https://napoleonnapoleon.com
Institute of Contemporary Art ICA—http://icaphila.org
Storm King Art Center— http://stormking.org
The Mattress Factory— http://www.mattress.org
Vox Populi Gallery— http://voxpopuligallery.org
NARS Foundation— https://www.narsfoundation.org/
Eyebeam—https://eyebeam.org
Rhizome-- https://rhizome.org/about/
Trestle Gallery — http://www.trestlegallery.org
Mono No Aware — http://mononoawarefilm.com
Tiger Strikes Asteroid — http://www.tigerstrikesasteroid.com
Pioneer Works — http://pioneerworks.org
Silent Barn — http://silentbarn.org
Light Work — http://www.lightwork.org
Present Company — http://www.present-co.com
Lower East Side Cultural Council — http://lmcc.net
Microscope Gallery — http://www.microscopegallery.com
Flux Factory — http://www.fluxfactory.org
SmackMellon — http://smackmellon.org
Triangle Arts Association — http://www.triangle-arts-association.org
Knock Down Center — https://knockdown.center
Rubber Factory — http://www.rubber-factory.info
Queens Museum — http://www.queensmuseum.org
The Wassaic Project — http://wassaicproject.org
Center for Photography Woodstock — https://www.cpw.org