

The University of Western Ontario
Faculty of Arts and Humanities
Department of Visual Arts

Course: VAS2254B *Introduction to Contemporary Media Art II*

Term: Winter 2018

Time: Tuesday and Thursday 2:30-5:30

Locations: Visual Arts Building room 134/135

Prerequisite: 1st year studio

Professor: Daniela Snepkova

Office: FIMS nursing Building 4078

Office hours: Tuesday 12:30-1:30 or by appointment in VAC

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Course Description:

This course is an introduction to and exploration of media based arts. The objective is to provide students with hands-on production experience while also familiarizing them with the critical, theoretical and historical debates surrounding current technologies. Students will develop the basic technical and conceptual skills for production and critical engagement in areas of electronic arts, computer applications and media culture. Using both analogue and digital technologies, students will produce works in the areas of digital imaging, media installation, public art, and time-based production: animation, video and audio.

No prior experience with computer arts is required as this course is intended to prepare students for further study and exploration with digital media. Students with a great deal of computer experience should have patience and offer assistance to those who are in need of it. This term the computer applications we will be exploring are Photoshop, Premiere, and Logic.

CLASS FORMAT:

Bi-weekly classes will meet in VAC 135 for lectures, discussions, screenings, guest lectures and presentations and for technical workshops and lab time we will be in the media lab in the adjoining computer lab, VAC rm 134. Check the schedule on OWL for weekly details. Students will also have access to other spaces for their installation works and special project needs. Attendance at critiques is mandatory. We will also be engaged in on-going discussions of student work in progress.

While students will have a limited amount in-class time to experiment and complete assignments, they will also be required to work outside of class time for a minimum of 6 hours/week. This may involve booking equipment and space ahead of time.

COURSE OBJECTIVES:

Upon completing the course, students should be able to:

- Understand and use various software applications for image and sound manipulation
- Have a working knowledge of the equipment involved with digital photography, video, and audio production
- Develop skills in the production processes of digital imaging, videography, sound creation and recording, and animation production

- Understand the historical development of various digital and time-based media in order to apply their conceptual potentials to their own contemporary art production
- Articulate one's artwork in a mature manner; visually, verbally and in written form
- Critique others' art work critically and analytically
- Develop appropriate vocabulary for media-based art

COURSE REQUIREMENTS & MATERIALS:

- Sketchbook, a selection of pencils, drawing pens
- External storage device: external HD (mac compatible) or USB 3 flash drive (min. 16 GB)
- You will be required to print a minimum of 2 larger format high quality digital prints (minimum size 11"x14")
- If you plan to borrow cameras from VAC, an SD card of your own is highly recommended
- A pair of headphones (on-ear dj style but without extra base correction that would distort the playback of your audio files)
- A camera lens cleaning kit with a blower, brush, paper
- Active Western U e-mail address (communications outside of class will be done via uwo e-mail and web-ct/OWL)
- Active UWO card (Western One HID Card) for access to the labs
- **An active imagination, an insatiable curiosity and a propensity to "make stuff"**

Required readings: Course readings are available on OWL. Check the weekly schedule for details.

Grading and Evaluation:

4 studio assignments- details will be handed out in class and be available on-line:

1.	Observation exercise <i>Observation A</i> - Due date: Jan 16 <i>Observation B</i> - Due date: Jan 23	8%
2.	Tableau - group assignment Due Date: Jan. 30	8%
3.	Tableau redux: animation or print solo Due date: Feb. 6	12%
4.	Super Natural -(solo or in pairs) Due date: March 1	20%
5.	Final audio/video assignment Proposal Due: March 8 Due date: April 5	25%
6.	Attendance, participation --including any online posting	15%
7.	In class exercises -ongoing group exercises light drawing camera+story projection experiments performance sounding	12%

Studio assignments are graded on the following criteria:

- technical requirements
- technical integration with the idea
- degree of inventiveness and ambition of assignments
- understanding of the theoretical implications of the work
- the progress of conceptual development and skills over the semester

Attendance and participation grade includes engagement in reading discussions, active participation in critiques, in-class studio exercises and any on-line posting assigned. Attendance at critiques is mandatory. Arriving more than 20 minutes late for class will be marked as an absence and arriving consecutively late for class will impact negatively on your final grade. Late assignments will lose 5 percent per day, and will not be accepted after 7 days from the due date without official (medical) documentation.

Written work will be graded for grammar, style, research and conceptual development.

***Plagiarism** is a serious academic offence. Be certain to give citations for all of the sources you utilize in your written work. Students may be asked to submit their written work in electronic form for plagiarism checking. (for more information regarding plagiarism see the U.W.O. Calendar.) You may not hand in a written or studio project that was created for another class, doing so will result in a failing grade. You may not hand in a work created by someone else.

Turn off your phone ringers and refrain from texting and emailing during class time.

Access:

You have access to the computer lab in VAC 135 and the VAC sound recording studio. Access to the computer lab needs to be activated by our lab technician. Lab hours vary each day and schedules will be posted outside of the lab. You are allowed to use them if there are no classes in session. You will also have access to the Cohen lab.

Equipment may be signed out in the VAC sign out area on the second floor. Policies will be handed out in class.

Midterm Assessments:

Please set up an appointment with the instructor to review your progress in the class.