

The University of Western Ontario . Faculty of Arts and Humanities . Department of Visual Arts
Introduction to Contemporary Media ART II



Course: VAS2254B **Term:** Winter 2019
Time: Tuesday and Thursday 2:30-5:30
Locations: Visual Arts Building room 134/135
Professor: Daniela Snepkova
Office: FIMS nursing Building 4078
Office hours: Tuesday 12:30-1:30 or by appointment in VAC
Email: dsnepkov@uwo.ca
Extension: 88509
Prerequisite: VAS1020 or VAS1025
Antirequisite: VAS2250

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 photo prints (minimum size 11"x14")
- If you plan to borrow cameras from VAC, an SD card (not micro SD) 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 on OWL:

Assignment 1 Observation exercise 8%

Observation A - Due date: Jan 17

Observation B - Due date: Jan 24

Assignment 2 Tableau A & B 25%

2A ~ Tableau - group assignment 10%. Due Date: Jan. 31

2B ~ Tableau redux: animation or print solo 15%. Due date: Feb.14

Assignment 3 SuperNatural (solo or in pairs) 25%. Due date: March 12

Assignment 4 Final audio/video assignment solo 25%

Proposal Due: March 19

Project Due: April 2

Class exercises-ongoing in-class group exercises **5%**

light drawing/camera+time/projection experiments/performance/sounding

Attendance, participation 12%

This 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. Using your phone in class will also impact negatively on your grade.

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

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

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

Plagiarism is a serious academic offence. 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. 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.)

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. This includes DSLR cameras, Video projectors, audio recorders and light kits. Policies will be handed out in class.

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

BASED ON THE STUDENT'S SUCCESS IN MEETING THE ABOVE CRITERIA GRADES WILL BE ASSESSED ON THE FOLLOWING:

90-100 (Outstanding, A+) The **studio work** shows significant originality and exhibits a high degree of critical engagement. Sophisticated analysis and synthesis involving complex theoretical and conceptual thinking are demonstrated. Mastery of complex ideas is immediately evident. The studio work has originality, clarity, and ambition. The project is treated with sensitivity and subtlety of thought. The quality of the background preparation and research, engagement with process and outcome of the studio production is exemplary.

80-89 (Excellent, A) The **studio work** shows originality and exhibits a high degree of critical engagement. The work is clearly focused and intelligently presented. Mastery of complex ideas is demonstrated. The studio work has clarity and ambition. The quality of the studio production immediately engages the viewer. The studio work has been sufficiently developed and demonstrates mastery of techniques so that results are compelling. Background preparation and research, engagement with process and outcome of the studio production is impressive.

75-79 (Very Good, B+) The **studio work** shows above average analysis, critical thinking, and independent thought. It demonstrates a clear awareness of the parameters of the assignment and a very good attempt to respond creatively to them. The work demonstrates reasonable depth and/or breadth and engages in a production that is appropriate to the level of the course. The quality of work engages the viewer and demonstrates above-average mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is very good.

70-74 (Good, B) The **studio work** shows a satisfactory attempt at analysis and critical thinking. It shows a good attempt to respond to assignment parameters. The work demonstrates some depth and/or breadth, making references to appropriate course material/art context. The studio production engages the viewer and demonstrates a sufficient mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is satisfactory.

60-69 (Competent, C) The **studio work** demonstrates adequate engagement with the project. It shows an attempt to respond to assignment parameters but does so at a very basic level that lacks creativity. Engagement with studio production demonstrates basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is competent.

50-59 (Marginal, D) The **studio work** shows less than adequate engagement with the topic and with the material covered by the course. The studio work waivers in its attempt to respond to assignment parameters and tends to be simplistic. Engagement with studio production demonstrates less than a basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is less than satisfactory.

Below 50 (Unacceptable, F) The **studio work** demonstrates a failure to comprehend/engage the topic. The studio work is incomplete and lacks redeeming creative merit. The work clearly does not meet the minimal requirements of the assignment. Background preparation and research, engagement with process and outcome of the studio production is unacceptable.

Western University - Visual Arts Department POLICIES

Student Conduct: All students will conduct themselves in a manner that will be consistent with the maturity and academic integrity expected of university students. Student conduct shall be consistent with the general laws of the community and with University regulations. Students shall show regard and respect for the rights, safety, and property of all members of the University community and are expected to act in a responsible manner within the University and the community at large.

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_19

Attendance: A student who misses more than 15% of the course hours, without written corroboration for health or bereavement, can be debarred from writing final exams, or participation in final studio evaluations. Note that if a student consistently is absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and can be debarred.

Prerequisites: You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an antirequisite course. Lack of prerequisites may not be used as basis of appeal. If you are not eligible for a course, you may be removed from it at any time, and you will receive no adjustment to your fees. These decisions cannot be appealed.

Plagiarism: Plagiarism, which may be defined as “The act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own,” will not be tolerated. (Citation excerpted from Black’s Law Dictionary, 1999, 7th ed., p. 1170). (Refer to http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#SubHeading_189 with regards to academic penalties for plagiarism.) This includes presenting the visual or aural work of another creator as your own. Visual or Aural Plagiarism may involve both hand-based media such as drawing, painting, printmaking and sculpture, as well as digital media such as photography, video and sound. It includes work subsequently manipulated or transferred between different media, as well as self-plagiarism – work submitted for assignments previously produced and graded for another course. Similar to textual plagiarism, all student work involving the visual or aural work of others must be appropriately cited/identified whether in print or orally. Failure to do so will lead to similar academic penalties as those identified in Western’s Academic Calendar.

Medical Policy: Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department. See course outline for specific arrangements regarding less than 10% of assignments.

Mental Health: “Students who are in emotional/mental distress should refer to Mental Health@Western https://uwo.ca/health/mental_wellbeing/http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help.”

Building Access (September 1st to April 30th): The John Labatt Visual Arts Centre will be closed at 10:00pm each night Monday to Friday. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00pm-5:00pm unless otherwise posted; access by side entrances only. Students should be prepared to vacate the building promptly at 10:00pm and 5:00pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

Permission re: Promotion: You grant permission for Western University to reproduce your name, information describing your artwork, representations of your work and any other information you have provided for the purpose of display, promotion and publicity either now or in the future. By **installing your artwork** in the John Labatt Visual Arts Centre, you grant Western University an irrevocable, perpetual, royalty-free world-wide licence to photograph your artwork and use such photograph(s) for the promotion of your artwork and/or Western University, including, without limitation, advertising, display, editorial, packaging, promotion, television, social media, the Department of Visual Arts website, flickr, Twitter, Instagram etc.). Students wishing to not have their work photographed should not exhibit it in the Visual Arts Centre, Artlab Gallery or Cohen Commons. As the area is open to the public, students, faculty, staff and other visitors will not be prohibited from photographing your artwork while on exhibit at the John Labatt Visual Arts Centre. You otherwise retain all ownership in your artwork.

Artwork Installation Liability Release: You understand that the area where your artwork will be hanging or displayed is unsupervised and is in a part of the building that may be open to the public, day and evening, whether or not the building is open. Western University accepts no responsibility for damage to, or loss of, artwork at any time while on display or while being transported to or from the John Labatt Visual Arts Centre. By displaying your artwork in the John Labatt Visual Arts Centre, you accept all risk of loss or damage to your artwork. Western University does not provide insurance for the artwork on exhibition. If you wish to insure artwork, it is your responsibility to do so.

Removal: Western University reserves the right to dispose of artwork not picked up by April 15th of each year.

Please remember: One of the most important resources for course counselling, special permissions, course changes, grade appeals, etc., is the Undergraduate Chair of Visual Arts, Professor C. Barteet (tel. 519-661-3440; vaugc@uwo.ca). Please note, however, that should you encounter any serious difficulties due to illness, family emergency, etc., you should consult the Academic Counselor for your Faculty. Ms. Amanda Green and Mr. Ben Hakala are the academic counselors in the Faculty of Arts and Humanities located in University College Room 2230.

The Student Development Centre (WSS room 4111; tel: 519-661-3031; www.sdc.uwo.ca) offers a wide range of useful services including workshops on learning skills, career and employment services, and an effective writing program, amongst many more.

The D.B. Weldon Library offers orientation tours from the first week of classes until Thanksgiving, where you will get acquainted with the numerous research resources available. As well, the University libraries have an extremely useful website where you can search the library system, the databases, view your circulation record, renew materials, access your UWO e-mail account, and much more. Check it out at: www.lib.uwo.ca.

Financial Aid Services is your main source of information for OSAP, bursaries, loans, scholarships, and the work-study program which offer part-time positions on campus for Western students. Tel: 519-661-2100; e-mail finaid@uwo.ca; or check out their website at http://www.registrar.uwo.ca/student_finances/financial_counselling.html

Academic Sanctions: In instances of non-payment of prescribed tuition and other fees, the University shall seal the academic record. When an academic record is sealed, the student will not be able to: a) view grades; b) register in future courses; c) receive transcripts or a degree diploma; d) obtain admission or readmission.

The above prohibitions shall be in force until such time as indebtedness to the University, including payment of fee for removal of the seal, has been cleared to the satisfaction of the University

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&Keywords=academic%20sanctions&SubHeadingID=169&SelectedCalendar=Live&ArchiveID=#SubHeading_169

June 13, 2018