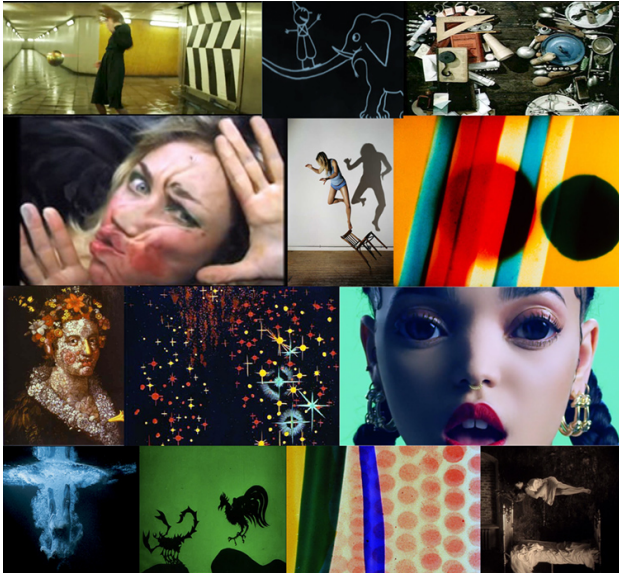


The University of Western Ontario . Faculty of Arts and Humanities . Department of Visual Arts
Introduction to Contemporary Media ART . Video and Animation



Course: SA2662A **Term:** Fall 2020

Format: Emergency remote teaching version - Synchronous on-line with asynchronous tutorials

Time: Tuesdays 2:30-5:30

Professor: Daniela Snepkova

Email: dsnepkov@uwo.ca

Office hours TBA and by appointment –on-line

Antirequisite(s): [Studio Art 2663](#), the former VAS 2250, the former VAS 2252A/B.

Prerequisite(s): [Studio Art 1601](#) or [Studio Art 1605](#), or the former VAS 1020 or the former VAS 1025, or permission of the Department.

Teaching assistant: Ema Hu, virtual office hours by appointment email yhu583@uwo.ca

Media lab co-ordinator: Jennifer Slauenwhite email: jslauen@uwo.ca

COURSE DESCRIPTION:

This course is an introduction to and exploration of media based arts focusing on the moving image. 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 the moving image, animation and media culture. Using both analogue and digital technologies, students will produce works in the areas of digital imaging and time-based production: animation, video and audio.

In this virtual classroom version for the emergency remote teaching situation, students are required to acquire a subscription for Adobe creative software in order to access the applications we will be utilizing in the class this term: Photoshop, Premiere, After Effects and Audition. No prior experience with computer arts is required as this course is intended to prepare students for further study and exploration with digital media.

CLASS FORMAT:

Weekly synchronous online classes will meet through Zoom via OWL. The classes will include lectures, discussions, screenings, presentations, technical workshops and lab time. There will be asynchronous tutorials available for completion in and outside of class time. Assignments will be completed outside of class time. The class OWL site is the official site for all materials for this class where you will find schedules, readings, workshop files, notes, links, tech resources, assignment details and assignment upload area as well as a dropbox where you will be able to store files. Check the schedule on OWL for weekly details. Both solo and group work will be part of the course structure. Our meetings will be through zoom via UWO. You must use your UWO email to access zoom and OWL and also to communicate with me. For emails, please include the class number in the subject heading. Use emails for short answers, for more in – depth conversations, please set up an appointment or come to office hours.

While students will have a limited amount of in-class time to experiment and complete assignments, they will also be required to work outside of class time for approximately 6 hours/week.

COURSE OBJECTIVES:

Upon completing the course, students should be able to:

- Understand and use various software applications for image and sound manipulation
- Have a 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:

- Adobe subscription to creative software: Photoshop, Premiere, Audition, AfterFX
- Access to a camera, this can be a DSLR camera, cellphone or tablet that has capture capabilities, or a point and shoot camera and any memory cards necessary to capture images and sound on your device.
- For this digital media based course you will need a working network connection and a computer that can run production software.
- Access to an audio recording device, this can be a DSLR camera, audio recording device such as a zoom recorder, cellphone or tablet that has capture capabilities. An external microphone would also be useful.
- Sketchbook, a selection of pencils, drawing pens
- External storage device: external HD (mac compatible) or USB 3 flash drive (min. 16 GB) to back-up your work
- A pair of headphones (on-ear dj style but without extra base correction that would distort the playback of your audio files) may be useful for editing audio
- Active Western U e-mail address (communications outside of class will be done via uwo e-mail and OWL - <https://owl.uwo.ca/portal>)
- **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 available on-line on OWL:

Assignment 1 Observation exercise 8%

Observation A (4%) - **Due date:** Sept. 22

Observation B (4%) - **Due date:** Sept. 29

Assignment 2 15% Animated gif – intervention Into the everyday Due Oct. 13

Assignment 3 15% *The Doors* animation and audio Due Nov. 10

Assignment 4 30% *SuperNatural* (solo or in pairs)

Proposal Due: Nov. 17 – 6%

Final project Due date: Dec. 8 - 24%

Website 7% -

Hotglue site with studio assignments, exercises, research and links.

Studio exercises-ongoing 15%

Ex 1a Shot collection - everyday framing 2% due- Sept 29

Ex 1b Shot collection - video + lighting for workshop 3% due- Oct 6 (solo or pairs)

Ex. 2 the everyday – Time-lapse – footage for workshop- 4% due- Oct. 20

Ex. 3 Undocumented - research, writing 6% – ongoing

Attendance, participation 10%

This includes engagement in reading discussions, active participation in critiques, quizzes, in-class studio exercises, assigned group work and any required on-line posting. Attendance at critiques is mandatory. Arriving on time for class is important. **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 and studio work (images, sound). 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).

Late assignments will lose 5 percent per day, and will not be accepted after 7 days from the due date without official (medical) documentation.

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

Owl -If students need assistance, they can seek support on the [OWL Help page](#). Alternatively, they can contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

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.

Notes from the OFFICE:

Statement on prerequisite checking:

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). 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.

Academic Consideration:

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by extenuating circumstances, including short-term illness or injury. Reasonable academic consideration is

a cooperative process between the University, the student, and academic staff. All participants in the process must act in good faith, and fulfil their respective obligations, if it is to succeed.

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant as to temporarily render them unable to meet academic requirements, may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence form, provided that the conditions for submission are met;
- (ii) For medical absences, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner, in order to be eligible for Academic Consideration; or
- (iii) For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration, in order to be eligible for academic consideration.

Students seeking academic consideration:

- Are advised to consider carefully the implications of postponing tests or midterm exams or delaying handing in work;
- Are encouraged to make appropriate decisions, based on their specific circumstances, recognizing that minor ailments (e.g., upset stomach) or upsets (e.g., argument with a friend) are not normally an appropriate basis for a self-reported absence;
- **Must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence;
- **Are advised that all necessary documentation, forms, etc. are to be submitted to academic counselling within two business days after the date specified for resuming responsibilities**

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe as to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less. The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a. Students will be allowed a maximum of two self-reported absences between September and April, and one self-reported absence between May and August;
- b. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30am the following morning if the form is submitted after 4:30pm;
- c. The duration of the excused absence will terminate prior to the end of the 48 hour period, should the student undertake significant academic responsibilities (e.g., write a test, submit a paper) during that time;
- d. The duration of an excused absence will terminate at 8:30am on the day following the last day of classes each semester, regardless of how many days of absence have elapsed;
- e. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations
- f. Self-reporting may not be used for assessments (e.g., midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;
- g. Students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed

Mandatory 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. https://www.uwo.ca/univsec/pdf/academic_policies/appeals/code_of_conduct.pdf

Normal Building Access (September 1st to April 30th) (Subject to change):

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.

For the 2020-2021 academic year the John Labatt Visual Arts Centre will be available by card access only for students who have in-person classes in the building.

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.

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

Attendance:

Under university regulations, if someone misses more than 15% of their classes (15% is equivalent to missing 8 hours of Lecture and/or Studio Lab, due to absence or lateness, or a combination of both, per semester) without

written corroboration for health or bereavement, students can be debarred from participation in final evaluations and/or assignments.

Note that if a student is consistently absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and be debarred; assignments may stop being accepted and such assignments will receive a mark of 0 (zero).

Electronic Devices

Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.

Support Services:

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>
5. Mental Health -- https://uwo.ca/health/mental_wellbeing/

Health and Wellness:

Western offers a variety of counselling services and several mental health resources for students. If you or a friend are feeling overwhelmed, confused or unsure of your mental health state, please don't ignore it. There are steps you can take to help yourself or help others. Western provides several on-campus health-related services to help engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre. Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

If you are in emotional or mental distress should refer to Mental Health Support at Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.