

Western University
 Department of Visual Arts
 VAS 2250

Introduction to Contemporary Media Art

| | |
|--------------------------|---|
| Term/Session | Fall 2015 (1st half of full year course) |
| Time | Tuesday and Thursday 11:30am-2:30pm |
| Location | NCB120D (unless otherwise notified, alternate room is VAS148) |
| Professor | Christof Migone, cmigone@uwo.ca |
| Office Location/Hours | VAC room 214, Tuesday 3-5pm, Thursday 10-11am, and by appointment |
| TA | tba |
| TA Office Location/Hours | tba |
| OWL/Sakai | https://owl.uwo.ca/portal/site/ba1abc25-8296-4163-bbd6-e9c74e811098 |

Course Description/Objectives:

This course serves as an introduction to electronic media-based art. Within this wide and disparate field, the course is primarily based on the main time-based disciplines: **sound, video, web** and **performance art**. Students will be provided with hands on production experience, and will be immersed in the critical, conceptual, theoretical, and historical discourses surrounding the aforementioned digital media technologies and their related practices.

No prior experience with the software or hardware utilized in this course is required, as this course is intended to prepare students for further study of and exploration with digital media. Demonstrations of the various technologies as well as best practices for file management, archiving and documentation are a significant portion of the course; they will be provided by the instructor, lab technicians or teaching assistants.

Learning Outcomes:

1 - Depth and Breadth of Knowledge

- Upon completing the course, students will be able to understand the key critical, historical, theoretical and conceptual developments of various digital and time-based media.

2. Application of Knowledge

- Students will develop the basic technical skills and conceptual foundations for production and critical engagement in the areas of electronic media arts covered by this course.
- Understand and use various equipment and software applications as well as be proficient in best practices in a digital production context.
- Distill relevant past digital and time-based media and be able to absorb their conceptual strategies and potentials in order to advance their own contemporary art production.

3. Communication Skills

- Students will develop appropriate vocabulary for media-based art and thus become able to be articulate when presenting their artwork.
- Students will be able to engage with works by their peers critically, analytically, and constructively.

Course Requirements and Materials:

- Active e-mail address (communications outside of class will be done via e-mail and OWL)
- Active UWO card (Western One HID Card) for access to the labs
- External storage device: external HD or USB key card (min. 4 GB)
- If you are borrowing recording equipment (audio, video, still cam) you will need to purchase an SD card
- An insatiable curiosity and a desire to learn, research, experiment and create.
- A collegial disposition (especially during critiques) in the form of attentiveness, respectfulness, and generosity.

Attendance:

- Attendance, punctuality and preparedness for class are critical.
- University regulations stipulate that if a student misses 15% of their classes, without written corroboration for health or bereavement, they can be debarred from participation in final evaluations and/or critiques.

Assignments/Late Assignments:

Students are expected to complete all assignments on time. Failure to complete assignments without prior arrangements with the instructor will result in a failing grade. With prior discussion, students may hand in late work with a 5% per day deduction from the assignment. Extensions will be given upon official notification from the student's faculty advisor due to documented serious health and bereavement reasons.

Medical Policy:

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components 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.

Accommodation for missed assignments, or attendance, totalling less than 10%, due to medical reasons, may be arranged with the instructor as long as the student contacts the instructor no later than the day after the assignment or attendance is due.

For UWO Policy on Accommodation for Medical Illness:

<http://www.uwo.ca/univsec/handbook/appeals/medical.pdf>. Downloadable Student Medical Certificate (SMC): <https://studentservices.uwo.ca> under the Medical Documentation heading.

Mental Health Policy:

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

Evaluation Breakdown:

25% - Sound - Project #1 [DUE OCT 6]
 25% - Video - Project #2 [DUE NOV 10]
 25% - Web - Project #3 [DUE DEC 8]
 15% - Attendance & Participation
 10% - Exercises (in and out of class)

Note: above total for fall is 100% but that will then be downsized to 50% because the second session for this course will also be worth 50% (but also structured on 100% like the above)

Visual Arts Studio Grading Rubric

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 studio 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.

Course Timetable*

*subject to change

*timetable for the Winter Session will be produced for first class in January

Week 1

SEPT 10 - INTRO

- Course outline, overview, projects, assignments, resources, procedures
- Orientation to Media Lab with Brent
- Orientation to audio mobile devices with Julia Beltrano
- Listening exercises

Week 2

SEPT 15 - PROJECT #2 - SOUND, DEMOS part 1

- Sound software (Audacity) workshop with Jennifer Slauenwhite
- Overview of other freeware audio options
- Introduction of Project #1: Sound

SEPT 17 - DEMOS part 2

- Introduction to Logic Pro with Jennifer Slauenwhite
- Introduction to sound studio in VA building with Jennifer Slauenwhite
- Demo of multi-tracking and equalization

Week 3

SEPT 22 - DEMOS part 3

- Introduction to sonography: microphone techniques and strategies of recording
- Workshop on working with analog and digital effects
- Review of all demos/orientations

SEPT 24 - PROJECT #1 + TECH EXERCISE #1 (5%)

- Discussion of Project #1 ideas
- In-class work session for sound exercise and presentation at end of class

Week 4

SEPT 29 - PROJECT #1

- Discussion of assigned readings on sound art

OCT 1 - PROJECT #1

- Project #1 final prep before crit

Week 5

OCT 6 - PROJECT #1 critiques

OCT 8 - PROJECT #1 critiques, continued

Week 6

OCT 13 - PROJECT #2 - VIDEO, DEMOS part 1

- Introduction of Project #2: Video
- Video software (Premiere) workshop with Jennifer Slauenwhite, part 1

OCT 15 - DEMOS part 2

- Orientation to lighting and green screen with Julia Beltrano
- Video software (Premiere) workshop with Jennifer Slauenwhite, part 2

Week 7

OCT 20 - DEMOS part 3

- Discussion of Project #2 ideas
- Review of all demos

OCT 22 - PROJECT #2

- Individual conferences: progress and feedback

Week 8

OCT 27 - PROJECT #2

- Discussion of assigned readings on video art
- Work session on Project #2
- Artlab planning session

OCT 29 - NO CLASS (FALL STUDY BREAK)

Week 9

NOV 3 - PROJECT #2

- Work session on Project #2

NOV 5 - PROJECT #2

- Project #2 final prep before crit

Week 10

NOV 10 - PROJECT #2 Critique

NOV 12 - PROJECT #2 Critique, continued

Week 11

NOV 17 - PROJECT #3 - WEB, DEMOS part 1

- Introduction of Project #3: Web
- WordPress workshop with Jennifer Slauenwhite

NOV 19 - DEMOS part 2

- Review of demo and in-class exercise

Week 12

NOV 24 - PROJECT #3

- Discussion of assigned readings on web art

NOV 26 - PROJECT #3

- Discussion of Project #3 ideas
- Conferences, feedback, technical consultations

Week 13

DEC 1 - PROJECT #3

- Work session on Project #3

DEC 3 - PROJECT #3

- Work session on Project #3, finalization

Week 14

DEC 8 - PROJECT #3 Critique

**The University of Western Ontario
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.

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/2015/pg113.html> or the 2015/2016 Western Academic Calendar, with regards to academic penalties for plagiarism.)

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.

Building Access:

The John Labatt Visual Arts Centre will be closed at 10:30 pm each night. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00 noon-5:00 pm. Students should be prepared to vacate the building promptly at 10:30 pm and 5:00 pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

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, Prof. David Merritt (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, IGA Building, Room 1N20 (Ms. Amanda Green and Mr. Ben Hakala are the counselors for the Faculty of Arts and Humanities).

The Student Development Centre (WSS room 4111; tel: 519-661-3031; www.sdc.uwo.ca) offers a wide range of useful services to students 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