Special Topics: METHODS OF APPROPRIATION IN THE DIGITAL AGE
AH 2690G/ MCS 2690G/ SA 2694B

Winter/2024

Course Description

This is a hybrid course in Art History, Museum and Curatorial Studies, and Studio Arts investigating methodologies of appropriation in artistic practice. Appropriation is the practice of borrowing from existing media such as advertising, film, television, video games, and other fields of visual culture in order to decontextualize the source material through manipulation, alteration, and remix. Focusing primarily on appropriation in the digital age, the course will begin with a historical and theoretical overview of artistic appropriation in the late 20th and 21st centuries. We will address ethical concerns regarding appropriation and debate on strategies for good practices in borrowing media for studio projects, as well as how they can best be incorporated in curatorial pursuits. The course will require written assignments as well as studio-based projects using still images, sound, and video. Basic familiarity with digital editing tools such as Adobe Photoshop, Premiere, and Audition is an asset, but guidance will be provided to those unfamiliar with the software.

LEARNING OUTCOMES

Depth and Breadth of Knowledge

Students will develop a concrete understanding of the historical development of digital appropriation and related cultural aspects. In addition, they will apprehend the nuances of ethics in appropriation methods. Finally, they will learn the technical software skills necessary for the creation of moving-image appropriation works.

Knowledge of Methodologies

Through lectures and assigned projects, students will be able to apply the discussed concepts of appropriation to their own contemporary art production, curatorial projects, and critical writing. They will be exposed to the theoretical vocabularies utilized in the discipline of appropriation art, and will demonstrate their knowledge of the discourse through articulation in writing, discussions, and critiques. By the end of the course, students will be able to analyze and make a contribution to the current milieu of appropriation in art and popular visual culture.

Application of Knowledge

Drawing from lectures, readings, discussions, and technical workshops, students will articulate

their projects in a sophisticated manner (in written, visual, and verbal capacities). They will develop their own individual digital appropriation methodologies in relation to the moving image and in the planning of curatorial projects. In addition, they will understand and use various software applications for manipulating still/moving images and sound. Students will critique others' projects critically and analytically.

REQUIRED COURSE MATERIALS:

- active Western email address
- External storage device (external Mac-compatible hard-drive or minimum 16gb USB 3 flash drive for saving your work and collecting appropriation materials)
- Headphones (if using audio)
- On campus you will have access to equipment sign out on the second floor of VAC (through https://www.uwo.ca/visarts/resources/artsgear.html) which includes DSLR cameras and audio equipment, if necessary for your specific project. You would need to supply your own memory cards.

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.

EVALUATION

Critical Response to Reading 1 — 5%
Due January 16, 2024, 11:59pm.
Length: 200-300 words
Reading: Jaimie Baron, "Introduction," *Reuse Misuse Abuse: The Ethics of Audiovisual Appropriation in the Digital Era* (Rutgers University Press, 2021), 1–22.
Prompts: In terms of ethics, what are your thoughts about Dominic Gagnon's film *of the North* in comparison to Kent Monkman's film *Sisters & Brothers*? What is your own interpretation of "misuse" in appropriation practices? How can misuse be avoided?
Submission: OWL

Critical Response to Reading 2: — 5%
Due January 23, 2024, 11:59pm.
Length: 200-300 words

Reading: Hito Steyerl,"In Defense of the Poor Image," *The Wretched of the Screen*, ed. Julieta Aranda, Anton Vidokle and Brian Kuan Wood (Sternberg Press, 2012), 31–45.
Prompts: This article was published in 2012; does the concept of the "poor image" still apply today? With a specific example, what is your own interpretation of how images are recycled in contemporary culture?
Submission: OWL

Assignment 1: GIF-Montage — 10%
Assignment Proposal Due: January 29, 11:59pm. — 5%
Proposal Submission: OWL
Assignment Due: February 7, beginning of class.
Details for assignment requirements will be provided in class and on the OWL site.

Assignment 2: Curatorial Proposal Presentation — 20%
Assignment Proposal Draft (200–300 words) **Due: February 12, 11:59pm — 5%**
Proposal Draft Submission: OWL
Presentations Due: February 28, beginning of class.
Details for assignment requirements will be provided in class and on the OWL site.

Assignment 3: Fragmentation and the Moving Image — 30%
Assignment Proposal (200–300 words) **Due: January 29, 11:59pm. — 10%**
Proposal Submission: OWL
Assignment Due: March 27, beginning of class.
Details for assignment requirements will be provided in class and on the OWL site.

Participation — 10%
Attendance, discussions, critiques.

Handing in assignments:

- Unless otherwise noted, assignments must be submitted/uploaded to OWL. Each assignment has its submission area on OWL.
- Any file you submit must have your name in the file name. If files are too large, contact the instructor to make other file transfer arrangements. For in-class critiques for screenings and presentations, get to class early to upload your file to the screening station.

Late Asssignment Policy:

- 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 not be given, unless with an official notification from the student's faculty advisor due to documented serious health and bereavement reasons.

IMPORTANT INFORMATION

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.

Statement about the Use of AI:
In this course, students are permitted to use AI tools exclusively for information gathering and preliminary research purposes. These tools are intended to enhance the learning experience by providing access to diverse information sources. However, it is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments, and perspectives. The use of AI tools can serve as a starting point for exploration, however students are expected to uphold academic integrity by appropriately attributing all sources and avoiding plagiarism. Written assignments should reflect the students' own thoughts and independent work. In the context of this course, for studio projects students are only permitted to use visual AI tools as a starting point, and should not present AI-generated images as the final work, without significant augmentation of the image that makes it your own work. By adhering to these guidelines, students contribute to a responsible and ethical learning environment that promotes critical thinking, independent inquiry and allows them to produce original contributions.

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

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

Additional Course Material Request Policy

Requests for additional material can only be made in cases necessitating academic accommodation. If a student requires Academic Accommodation for the course material, they can contact Western's Academic Support & Engagement department. http://academicsupport.uwo.ca/

Academic Consideration:

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. Academic Consideration provides students with consistent, fair, and pedagogically appropriate consideration, without compromising the academic integrity of the course or program, when they have been unable to complete some component of a course due to short-term extenuating circumstances. Students who have long-term or chronic medical conditions (physical or mental) that may impede their ability to complete academic responsibilities are directed to seek Academic Accommodation through Accessible Education (Academic Accommodation for Students with Disabilities).

The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic consideration for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible and no later than 48 hours after the end of the period of absence covered, to the Academic Counselling unit or Dean's Office of the student's Home Faculty together with a request for relief specifying the nature of the academic consideration being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic consideration shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic consideration may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic consideration shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student "was seen for a medical reason" or "was ill.") Whenever possible, students who require academic consideration should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics

A Western Student Medical Certificate (SMC) is required where a student is seeking academic consideration. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Documentation from Student Health Services
At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Documentation from Hospital Urgent Care Centres or Emergency Departments
Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.

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)

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

Electronic Devices:
During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in class. **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.**

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.

Support Services:
There are various support services around campus and these include, but are not limited to:
Registrarial Services http://www.registrar.uwo.ca
Student Support Services https://student.uwo.ca/psp/heprdweb/?cmd=login
Services provided by the USC http://westernusc.ca/services/
Academic Support and Engagement http://www.sdc.uwo.ca/

Students who are in emotional/mental distress should refer to Health and Wellness http://www.uwo.ca/uwocom/mentalhealth/ for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

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.

Gender Neutral Bathrooms:

There are two gender neutral bathrooms in the John Labatt Visual Arts Centre (JLVAC). One is located in the Artlab and is open only during Artlab hours. A second single stall gender neutral bathroom can be found on the third floor of the JLVAC. Here is a list of inclusive washrooms at Western: http://www.uwo.ca/equity/doc/inclusive_washrooms.pdf.

Please contact the Administrative Officer, Meghan Edmiston (meghan.edmiston@uwo.ca), for card access to the elevator and stairs if you are in need of the 3rd floor gender neutral/accessible washroom for the academic year.

LAND ACKNOWLEDGEMENT

We acknowledge that Western University is located on the traditional lands of the Anishinaabek (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay- wuk) and Chonnonton (Chun-ongk-ton) Nations, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum. With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

STATEMENT ON GENDER-BASED AND SEXUAL VIOLENCE

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced gender-based or sexual violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts, here. To connect with a case manager or set up an appointment, please contact support@uwo.ca.

VISUAL ARTS STUDIO GRADE DESCRIPTORS

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.

VISUAL ARTS ART HISTORY / MUSEUM AND CURATORIAL STUDIES GRADE DESCRIPTORS

90-100 (Outstanding, A+) The writing shows significant originality and exhibits a high degree of critical engagement. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the background research is exemplary. Regarding research, all major secondary sources pertaining to the topic have been consulted and proper citation has been used.

80-89 (Excellent, A) The writing shows originality and exhibits a high degree of critical engagement. Writing is probing through the use of comments and/or questions, and is clearly focused and logically organized. The quality of writing immediately engages the reader. Mastery of complex materials and ideas is demonstrated. The writing is of appropriate length, and demonstrates mastery of techniques so that results are meaningful

and not simplistic. Regarding research, a majority of the secondary sources pertaining to the topic have been consulted and proper citation has been used.

75-79 (Very Good, B+) The writing shows above average analysis, critical thinking and independent thought. Written claims are supported by ample evidence and the components of the topic are well-researched and presented. The work is addressed in reasonable depth and/or breadth and covers material appropriate to the course. Written analysis is organized around focal points and the development of the argument is easily followed. The writer demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material. Regarding research, a representative selection of secondary sources pertaining to the topic has been consulted and proper citation has been used.

70-74 (Good, B) The writing shows a satisfactory attempt at analysis and critical thinking. Written claims are supported by reasonable evidence. The work is addressed in some depth and/or breadth, with references to the appropriate literature and course material. Written analysis is organized around focal points. The text is generally well written and well argued. Regarding research, a somewhat limited selection of secondary sources pertaining to the topic has been consulted and proper citation has been used.

60-69 (Competent, C) The writing demonstrates adequate engagement with the topic. The writing is on topic and is a reasonable response to material covered in the course, but goes no further. Written facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the text. Regarding research, an insufficient number of secondary sources pertaining to the topic has been consulted but proper citation has been used.

50-59 (Marginal, D) The writing shows less than adequate engagement with the topic and with the material covered by the course. The writing is a less than adequate summary of sources and/or is considerably off-topic. Written facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the text. Regarding research, few secondary sources pertaining to the topic have been consulted; proper citation may or may not have been used.

Below 50 (Unacceptable, F) The writing demonstrates a failure to comprehend the topic. Written material is disorganized and unintelligible. The work clearly does not meet the minimal requirements of the assignment. Regarding research, secondary sources pertaining to the topic have not been consulted and proper citation has not been used.