

UNIVERSITY OF CALGARY
DEPARTMENT OF ART

COURSE OUTLINE

**Art (ART) 439 – Lecture 01
Introduction to Electronic Media**

Winter 2014

Lecture: T,R 9:30 - 10:45, AB 659

Laboratory: T,R 10:45 - 12:00, AB 659

Instructor: Angela Broad
Office Location: AB 648
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Web Page: <http://aurora787.jalbum.net/jsessionid=skr0eyu9as2t1ihbiu0wsyjtqhttp://aurora787.jalbum.net/jsessionid=1skr0eyu9as2t1ihbiu0wsyjtq>
Office Hours: By appointment

Course Description

Theory and practice of art using electronic media; Introduction to technical, aesthetic and conceptual aspects of the use of electronics in art.

Prerequisites &/or Co-requisites

One studio half course in Art at the 300 level or consent of the Department.

Objectives of the Course

This introductory course will foster the development of an integrated understanding of the use of electronics in art. This research based studio course will facilitate the student's exploration of electronic art practice and processes, along with digital media programs and tools. Studio activities will be supplemented with investigation of the theory and history of electronic art and contemporary issues, allowing students to gain experience with electronic media, as well as contributing to and inspiring the student's artistic direction. Upon successful completion of the course, students will demonstrate an understanding of the techniques and processes inherent to electronic art practice, a growth in aesthetic awareness and technical skill as well as an appreciation of the relevance of electronic art within contemporary society.

Textbooks and Readings

Required: Art and Electronic Media: Themes and Movements, Edward A. Shanken

Recommended: Sensorium: Embodied Experience, Technology and Contemporary Art, Caroline A. Jones

Recommended: Photoshop for Artists: A complete guide for Fine Artists, Photographers and Printmakers, Sylvie Covey, available at the bookstore

Supplementary readings will be assigned throughout the term. These will be available online via blackboard or held on reserve in the (TDFL) Library.

Assignments and Evaluation

This is a studio art course where students will complete a series of studio art projects, applying traditional aesthetic principles of art making, to explore conceptual themes using digital and electronic media. The resulting electronic art works should demonstrate innovation, technical skill, aesthetic principles of art and creative, reflective thought. Projects will be supplemented and informed by assigned readings, class discussions, and critiques. Evaluation will be based on:

a) Participation and preparedness; where it is expected that students will come to class on time, with assigned readings and projects completed on time. During critiques and informal class discussion, students will bring thoughtful questions and insights to offer, and be prepared to discuss the relevance and application of course materials. Participation is worth 10% of the final grade, and will include your contribution to class critiques. Critiques are an extremely important aspect of the course and will be held at the completion of each project, on the project due date.

b) Students will complete five electronic art studio projects, including one more extensive final project. Students will have the option to work in groups of their choosing for the final project. All projects must be complete to pass the course. Projects will have a tutorial component and a project component. The tutorial component will be worth 10% of each project.

Grade break down is as follows:

Project	Due	% Final Grade
i) Electronic Art as Relevant to Traditional Studio Practice	January 23	18%
ii) Re-Interpretation of an Historical Object	February 11	18%
iii) Exploring Synesthesia: Music Video Project	March 4	18%
iv) Expressing Subjective Reality: Self and Society	March 25	18%
v) Final Project: Emerging Dominant Cultural Themes	April 10	18%
vi) Participation (attendance, class discussion, critiques)		10%
Total:		100%

All work must be submitted to the virtual drop box for grading by 4:00 pm Thursday, April 17th

Note: It is the student's responsibility to keep a copy of each submitted assignment. Please use the virtual drop box in the IAML lab.

Registrar-Scheduled Final Exam – NO

Late Assignment Policy

Late projects will be subject to a grade reduction of 5% per day.

Additional Information

The IAML lab offers a vast array of programs ideal for electronic art endeavors, and completion of course projects. Details regarding IAML hours of operation, programs and services can be found at: <http://www.ucalgary.ca/iaml/facilities>

Materials for this course consist primarily of the programs in the IAML labs. Cost of printing will apply to some assignments. Some additional basic supplies include but are not limited to: a digital camera or way of recording visual information, found objects, sketch book for exploring project ideas, colored media. Cameras may be signed out from the IAML lab.

Approved optional &/or mandatory supplementary fees

Recommended: Izzy Video Final Cut Pro Online Tutorials, with practice media: \$37.00

Optional: Membership to Lynda.com for the duration of the course. \$25.00 / month

Optional: Students may use the printers in the IAML lab to print still images or video-stills from their projects.

Optional: Students may purchase additional materials for use in the final project.

Course Activities

Course activities include lectures, assigned readings and discussion, studio practice and critiques. Studio activities include but are not limited to the use of programs and technologies offered in the IAML lab such as Adobe CS, Apple Motion, Final Cut Pro, digital still and video cameras, drawing tablets, audio synthesizers, and wide-format printers. Students are expected to put in a minimum of six hours per week on out-of-class research, project completion and additional course related activities. Students may also participate in other university activities such as attending lectures by visiting speakers and other events connected to the Art Department and the Nickle Galleries.

Grading Method/Grading Scale:

Percentage	Grade	G.P.A.	Grade Definition
96-100	A+	4.0	Outstanding
90-95	A	4.0	Excellent-superior performance, showing comprehensive understanding of subject matter.
85-89	A-	3.7	
80-84	B+	3.3	
75-79	B	3.0	Good – clearly above average performance with knowledge of subject matter generally complete.
70-74	B-	2.7	
65-69	C+	2.3	
60-64	C	2.0	Satisfactory – basic understanding of the subject matter.
55-59	C-	1.7	
53-54	D+	1.3	
50-52	D	1.0	Minimal pass – marginal performance; generally insufficient preparation for subsequent courses in the same subject.
0-49	F	0	Fail – unsatisfactory performance or failure to meet course requirements.

Internet and Electronic Communication Device Information

Cell phones must be turned off during class. Phones on silent mode to take emergency calls are permitted. Personal laptops are permitted to work on assignments or demonstrate projects.

Academic Accommodation

For more information go to <http://www.ucalgary.ca/access/>

Academic Standing

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/f.html>

Deferral of Exams/Term work

It is possible to request a deferral of term work or final examination(s) for reasons of illness, accident, family or domestic affliction, or religious obligations. Please check with Enrolment Services if any of these issues make it impossible for you to sit an exam or finish term work by stated deadlines.

For more information go to http://www.ucalgary.ca/registrar/deferred_final

F.O.I.P.

For more information go to <http://www.ucalgary.ca/secretariat/privacy>

Writing/Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources. Please consult your instructor or Writing Support Services (at the Student Success Centre) if you have any questions regarding how to document sources.

For more information go to <http://www.ucalgary.ca/ssc/writing-support> or <http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Student Misconduct

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Student Union and Student Ombudsman

For more information go to <http://www.su.ucalgary.ca/>
For more information go to <http://www.ucalgary.ca/provost/students/ombuds>

Lockers

The Art Building lockers are administered by the Students' Union in 251 MacEwan Student Centre. There are various shapes and sizes of lockers for rent. Please write down the barcode numbers (top left of each locker) for the locker shape that you require and bring this list with you to the SU office between 8:30a.m. and 4:30p.m., Monday-Friday. **Lockers must be vacated by the end of term.**

For more information go to <http://www.su.ucalgary.ca/>

Models

In this class students may be expected to draw from nude models. A student electing not to do so must notify the instructors IN WRITING of his/her concerns.

Portfolios and Assignments

The Department of Art will not assume responsibility for lost or stolen portfolios or course work given to instructors for grading, or for work posted on bulletin boards in the art building.

All unclaimed work will be disposed of two weeks after the end of classes.

Ethics

Whenever you perform research with human participants (i.e., surveys, interviews or observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research.

For more information go to <http://www.ucalgary.ca/research/cfreb>

Campus Security/Safewalk

Call 220-5333 anytime. Help phones are located throughout campus, parking lots and elevators; they connect directly to Campus Security - in case of emergency, press the red button.

For more information go to <http://www.ucalgary.ca/security/safewalk>

Emergency Evacuation

For more information go to <http://www.ucalgary.ca/emergencyplan/assemblypoints>

Faculty of Arts Program Advising and Student Information Resources

Have a question, but not sure where to start? The Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts. Stop by SS110, call us at 220-3580 or email us at artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.

For program planning and advice, contact the Student Success Centre at 220-5881 or visit them on the 2nd floor of the Taylor Family Digital Library.

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 210-ROCK [7625] or visit them at the MacKimmie Library Block.