

Penn State University – School of Visual Arts
Spring 2013
ART 315 New Media Art: New Media Studio
Professor: Eduardo Navas (eduardo@navasse.net)
Tuesdays and Thursdays 11:15A - 02:15P

Course Description

This is a studio art class that focuses on creating, authoring, exhibiting, and critically evaluating interactive multimedia artworks. The course explores experimental uses of new media in the visual arts with emphasis on integrating digital media with current studio practices in two-, three-, and four-dimensional art. In addition to the actual creation of new media artworks, the course will engage students in research methods to advance their skills in new media and help them to develop an understanding of the critical evaluation and assessment of new media artworks.

This course will explore the nature and potential of digital art through lectures, readings, demonstrations, studio practice, and critiques. Assignments will cover a range of digital multimedia applications in sound, image, motion, interactivity, interface design, and media authoring.

The course will culminate in a final multimedia authored project for presentation on the Web, CD-ROM, DVD, or tape.

Class Structure

Class sections will be divided as follows: on Tuesdays, the first half of the class (depending on time of project deadlines) will consist of hands on production, and/or critiquing weekly exercises and projects. The second half will consist of hands-on lectures. On Thursdays, class will consist of in-class work time. Whenever a major project is due, it will be critiqued on Thursdays. The students will turn in weekly projects (in-class exercises) assigned as necessary, and a total of 4 projects. Details on each major project will be announced at least within two weeks of the date when they are due.

Learning Outcomes:

1. To understand how form and content are combined to communicate a message.
2. To understand the basic history and theory that is relevant to art and visual culture.
3. To acquire a basic understanding of conceptual models important in visual culture and especially new media.
4. To gain practical knowledge of the different tools used for art practice in new media and their relation to previous developments.
5. To produce critically engaged projects.

A Note on Plagiarism

Plagiarism will not be tolerated. A student who commits plagiarism will be reported to the office of the visual arts. The student's behavior will be taken very seriously and dealt with according to the guidelines provided by Penn State University – School of Visual Arts. To avoid plagiarism, please cite your sources when appropriate.

Required Readings

To be given throughout the semester. See tentative list in the semester schedule.

Course Requirements

Please note that final grades are dependent upon consistent performance in all course requirements.

- **Attend every class session.** (See attendance below for more details.)
- **Participate in class discussions, as well as lab time.** Class participation will also include in-class exercises.
- **There are a total of 4 projects.** The point breakdown is below.
- **There are no make-ups.** Please check with me for possible exceptions. Not consulting with me prior to the dates when assignments are due will lead to an automatic F for the respective assignment.

Grading

- Attendance 5%
- Class Participation (affected by attendance) 5%
- Project 1 Introduction to new media practice 20%
- Project 2 Exploring new media practice 20%
- Project 3 Advanced new media project 25%
- Project 4 Final project 25%

Total 100%

Grade Scale

Letter grade assignments are as follows:

- 94-100 = A
- 90-93 = A-
- 87-89 = B+
- 84-86 = B
- 80-83 = B-
- 77-79 = C+
- 74-76 = C
- 70-73 = C-
- 60-69 = D
- 0-59 = F

Attendance

- Three Absences = F, Three tardies (15 minutes late or early departure) = one absence.
- One Absence will take away 1.5% from attendance grade and 1.5% from class participation.
- There are no excused absences unless it is an extreme case. Please check with me for exceptions.

Office hours: Tuesdays, 2:15 to 4:15 by Appointment.

Semester Schedule

Note that the class includes a series of short exercises, which are considered part of class participation. These exercises are designed to complement the successful completion of your projects. Lectures on history and theory will take place according to the students' needs to gain practical knowledge from week to week.

Week 1:

Tuesday, January 8, 2013

Overview of class

Thursday, January 10, 2013

Introduction to first project | Research methodology | | Lecture on art production

Week 2:

Tuesday, January 15, 2013

Lessons online | Weekly assignment released

Thursday, January 17, 2013

Lessons online

Week 3:

Tuesday, January 22, 2013

Lecture on art production | Review of weekly assignment

Thursday, January 24, 2013

Work in class

Week 4:

Tuesday, January 29, 2013

Lecture on art production/review of work before project is due

Thursday, January 31, 2013

DUE: First class project | In-class critique

Week 5:

Tuesday, February 5, 2013

Lecture on art production | Weekly assignment released | Second Project Released

Thursday, February 7, 2013

Work in class

Week 6:

Tuesday, February 12, 2013

Lecture on art production | Review of weekly assignment

Thursday, February 14, 2013

Work in class

Week 7:

Tuesday, February 19, 2013

Lecture on art production/review of work before project is due

Thursday, February 21, 2013

DUE: Second Project | In-class critique

Week 8:

Tuesday, February 26, 2013

Lecture on art production | Weekly Assignment released | Third Project Released

Thursday, February 28, 2013

Work in class

Week 9:

Tuesday, March 5, 2013

Spring Break

Thursday, March 7, 2013

Spring Break

Week 10:

Tuesday, March 12, 2013

Lecture on art production | Review of weekly assignment

Thursday, March 14, 2013

Work in class

Week 11:

Tuesday, March 19, 2013

Lecture on art production/review of work before project is due

Thursday, March 21, 2013

Work in class

Week 12:

Tuesday, March 26, 2013

DUE: Third assignment | In-class critique

Thursday, March 28, 2013

Third Assignment Critique continued

Week 13:

Tuesday, April 2, 2013

Lecture on art production | Weekly assignment released | Fourth Project released

Thursday, April 4, 2013

Work in class | Begin work for final project

Week 14:

Tuesday, April 9, 2013

Lecture on Art Production

Thursday, April 11, 2013

Work in Class | Continue work for final project

Week 15:

Tuesday, April 16, 2013

Work on final project

Thursday, April 18, 2013

Review of work before final project is due

Week 16:

Tuesday, April 23, 2013

Review of final Project, Part 1

Thursday, April 25, 2013

Review of Final Project, Part 2

Week 17:

Final Project Due with adjustments based on final feedback