

**Penn State University – School of Visual Arts  
Fall 2016**

**ART 315 New Media Art: New Media Studio**

**Professor: Eduardo Navas (ean13@psu.edu)**

**Mondays and Wednesdays 2:30 PM - 5:30 PM**

**Office Hours: Mondays and Wednesdays , 10 AM – 11 AM, 206 Arts Cottage**

### **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.

### **Class Structure**

Class sections for the most part will be divided as follows: on Mondays, class will consist of discussion and lectures on material being researched for weekly and major projects. On Wednesdays, class will be a day of work and research. These activities may swap from week to week depending on holidays and other events that may come up. But for the most part, there should be ample lab time throughout the course. Check the syllabus for details as well as the weekly webpage resource which will be available online at the beginning of class. Students will be enhancing their technical skills according to the focus they choose for each of the four projects, but will be expected to gain basic skills in all the software and development tools discussed throughout the course. Students will meet with the instructor individually as needed. The students will turn in a total of four major projects.

- Project 1 Sound Project
- Project 2 Time-based Media Project
- Project 3 Image, Sound and Text Project
- Project 4 Final project

### **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.

### **Academic Integrity Statement**

*University Policies and Rules Guidelines* states that academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts. Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.

Academic dishonesty includes but is not limited to acts such as cheating on exams or assignments; plagiarizing the words or ideas of another; fabricating information or citations; facilitating acts of academic dishonesty by others; claiming authorship of work done by another person; submitting work completed in previous classes; and/or submitting the same work to multiple classes in which a student is enrolled simultaneously.

### **Accessibility Statement**

Penn State welcomes students with disabilities into the University's educational programs. Every Penn State campus has an office for students with disabilities. The Office for Disability Services (ODS) Web site provides contact information for every Penn State campus: <http://equity.psu.edu/ods/dcl>. For further information, please visit the Office for Disability Services Web site: <http://equity.psu.edu/ods>.

In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <http://equity.psu.edu/ods/guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. You must follow this process for every semester that you request accommodations.

### **Safety Information**

Students in the School of Visual Arts may find themselves working in the shop or in their studios or classrooms using a variety of power and hand held equipment, which may cause injury. Students should use the shop only after having received an orientation in the use of such equipment and when supervised by faculty or shop personnel. Should any injuries occur, in the shop, studios, or classrooms in the School of Visual Arts please report them to Matt Olson, Shop Supervisor, Room 108-A Visual Arts Building, Phone: 814-865-3962, email: [mjo5165@psu.edu](mailto:mjo5165@psu.edu).

### **Required Reading**

Available at the bookstore:

Crow, David. *Visible Signs: An Introduction to Semiotics in the Visual Arts*. New York: Bloomsbury, 2016.

### **Suggested Reading**

Not available at the bookstore:

Lupton, Ellen. *Thinking with Type*. New York: Princeton Architectural Press, 2010.

### **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 10%
- Class Participation (affected by attendance) 10%
- Project 1 Sound Project 20%
- Project 2 Time-based Media Project 20%
- Project 3 Image, Sound and Text Project 20%
- Project 4 Final project 20%

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**

- Four 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. Three absences will take away a total of 9% of final class grade, which combined with overall performance will make it difficult to pass the course. Four absences are an automatic F in class.

- There are no excused absences unless it is an extreme case. Please check with instructor for exceptions.

**Office hours: Tuesdays, 10:00 AM to 11:00 AM.**

### **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:**

**Monday, August 22, 2016**

- Overview of class
- Lecture on Interdisciplinary Practice, the relation of image music and text
- Weekly Assignment released, due on August 29
- Begin reading Crow's "Chapter 7: Junk and Culture," 144 - 163

**Wednesday, August 24, 2016**

- Introduction to first project due on September 14
- Research methodology
- Lecture on music as an art form
- Overview of sound editing for weekly assignment

#### **Week 2:**

**Monday, August 29, 2016**

- Weekly Assignment critiqued
- Lecture on sound and its relation to image and text
- Overview of editing techniques
- Weekly Assignment released due on Sept. 7
- Begin online discussion of Crow's "Chapter 7: Junk and Culture"

**Wednesday, August 31, 2016**

Lab day

#### **Week 3:**

**Monday, September 5, 2016**

**Labor Day, No Class**

**Wednesday, September 7, 2016**

- Weekly Assignment Due
- New Weekly Assignment released
- Lecture on analysis of image, sound, text
- Techniques on sound and media production
- Lab time

**Week 4:**

**Monday, September 12, 2016**

- Review of work before project is due
- End of online discussion of Crow's "Chapter 7: Junk and Culture"
- Begin reading Crow's "Chapter 6: Symbolic Creativity," 126 -143

**Wednesday, September 14, 2016**

- **DUE: First class project | In-class critique**

**Week 5:**

**Monday, September 19, 2016**

- Lecture on time-based media
- Principles of video editing
- Weekly assignment released due on September 26
- Introduction to Second Project due on October 2, 2016
- Begin online discussion of Crow's "Chapter 6: Symbolic Creativity"

**Wednesday, September 21, 2016**

Lab Day

**Week 6:**

**Monday, September 26, 2016**

- Review of weekly assignment
- Lecture on time-based media: sound and video editing
- End online discussion of Crow's "Chapter 6: symbolic Creativity"
- Begin reading Crow's "Chapter 5: Official and Unofficial Language," 96 - 125

**Wednesday, September 28, 2016**

- Lecture on time-based media: sound and video editing continued
- Lab Day

**Week 7:**

**Monday, October 3, 2016**

- **DUE: Second Project | In-class critique**
- End online discussion of Crow's "Chapter 5: Official and Unofficial Language"
- Begin reading Crow's "Chapter 2: How Meaning is Formed," 32 - 57

**Wednesday, October 5, 2016**

- Lecture on time-based media and text
- Weekly assignment released due on Wednesday October 12
- Third Project Released due on November 7, 2016

**Week 8:**

**Monday, October 10, 2016**

- Begin discussion of Crow's "Chapter 2: How Meaning is Formed"
- Lab day

**Wednesday, October 12, 2016**

- Weekly Assignment critiqued

**Week 9:**

**Monday, October 17, 2016**

- Lecture on time-based media and text editing
- Weekly assignment released due on October 31, 2016
- End online discussion of Crow's "Chapter 2: How Meaning is Formed"
- Begin reading Crow's "Chapter 3: Reading the Sign," 58 - 79

**Wednesday, October 19, 2016**

- Work in class

**Week 10:**

**Monday, October 24, 2016**

- Weekly Assignment critiqued
- Begin online discussion of Crow's "Chapter 3: Reading the Sign"

**Wednesday, October 26, 2016**

- Lab day

**Week 11:**

**Monday, October 31, 2016**

- **DUE: Third Project | In-class critique**
- End online discussion of Crow's "Chapter 3: Reading the Sign"
- Begin Reading Crow's "Chapter 4: Text and Image," 80 - 95

**Wednesday, November 2, 2016**

- Lecture on advanced principles of image, sound, and text compositing
- Weekly assignment released due on Wednesday, November 9
- Introduction to Final Project

**Week 12:**

**Monday, November 7, 2016**

- Lecture on multimedia art production
- Introduction to Fourth Project due on December 5, 2016
- Begin online discussion of Crow's "Chapter 4: Text and Image"

**Wednesday, November 9, 2016**

- Weekly Assignment critiqued
- Weekly assignment released due on Wednesday, November 16

**Week 13:**

**Monday, November 14, 2016**

- Lecture on multimedia art production
- Introduction to Fourth Project due on December 5, 2016
- End online discussion of Crow's "Chapter 4: Text and Image"

**Wednesday, November 16, 2016**

- Weekly Assignment critiqued

**Week 14:**

**Monday, November 21 2016**

**Thanksgiving**

**Wednesday, November 23, 2016**

**Thanksgiving**

**Week 15:**

**Monday, November 28, 2016**

- Lecture on time-based media: image, sound, and text compositing and editing

**Wednesday, November 30, 2016**

- Review of work before final project is due

**Week 16:**

**Monday, December 5, 2016**

- Review of final Project, Part 1

**Wednesday, December 7, 2016**

- Review of Final Project, Part 2

**Week 17:**

**December 12, 2016**

- Final Project Due with adjustments based on final feedback