

DAWSON COLLEGE FINE ARTS PROGRAM

INSTITUTION

Dawson College
(Quebec, Canada)

DEPARTMENT

Fine Arts

TERM

Autumn 2012

COURSE NUMBER

510-112-DW / 01, 02

COURSE TITLE

Visual Language I
(Communications technologies)

PRE-REQUISITE

None

PROGRAM CONTEXT

Year 1 (Term 1)

COMPETENCY

0163/061

PONDERATION

1-1-1 (2D component)

INSTRUCTOR

Andres Manniste

OFFICE & TELEPHONE

I am generally available in room
2G6-3.
Phone extension 3203 or leave a
message at 495-2632.
e-mail:
amanniste@dawsoncollege.qc.ca

INSTRUCTOR AVAILABILITY

Monday: 10:30-12:00
Wednesday: 8:30-11:30; 13:30-14:30
Thursday: 8:30-11:30; 14:30 -15:30
*Preferred method of contact: email or
please make an appointment*

Regular updates and changes to the syllabus are posted at:

<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

This course outline has been prepared in conformity with the **Institutional Student Evaluation Policy (ISEP)**. The Institutional Student Evaluation Policy (ISEP) is designed to promote equitable and effective evaluation of student learning and is therefore **a crucial policy to read and understand**. The policy describes the rights and obligations of students, faculty, departments, programs, and the College administration with regard to evaluation in all your courses, including grade reviews and resolution of academic grievance. The **ISEP** is available on the Dawson website.

GENERAL DESCRIPTION

This course is an exploration of the elements and principles of two-dimensional visual language. Through directed studio work, the use of personal computers and the network, as well as through the analysis of existing works, students will be introduced to basic design vocabulary, and will begin to apply the elements and principles of design and apply the use of new technologies in technical drawing. Students will be taught adequate skills in the handling of tools and materials, and will improve familiarity with computer hardware and software.

COURSE LINKS

This course prepares students for further explorations in all program courses.

OBJECTIVES

Statement of competency

Explores and uses a range of techniques and materials in the composing of two-dimensional artworks.

Elements of competency

1. Applies studio etiquette.
2. Applies principles of design to elements of visual language.
3. Recognizes existing elements and principles of visual language.
4. Explores the use of prescribed materials and techniques.
5. Applies elements and principles in a design concept.

STANDARDS

Achievement context

- Directed individual studio work from specified criteria and within a given timeframe.
- In a group workshop environment.
- Oral or written presentations with the help of individual critique and supervision.
- From a list of given materials and prescribed techniques.
- From appropriate technical and technological tools.

Performance criteria

- 1.1 Attitude of acceptance regarding working in a studio context.
- 2.1 Uses adequately the vocabulary of visual language.
- 2.2 Uses the sketchbook for exploration of relationships between elements and principles in a design.
- 3.1 Recognizes the significance of thumbnail and pre-production research.
- 3.2 Recognizes elements and principles of design in artworks.
- 4.1 Appropriate selection of tools and materials.
- 4.2 Adequate manipulation of tools and materials.
- 5.1 Selects pertinent elements and principles of design.
- 5.2 Appropriate application of the elements and principles of visual language to a specific project.
- 5.3 Expressive solution to problems at a beginner's level.

LEARNING ACTIVITIES

The communications technologies component of visual language has a weekly lecture and lab. The lectures will cover computing in the arts and trends in new media and digital culture. We will look at the creative possibilities for artists working in new media and will talk about the visual, social, and psychological impact that computers have had on culture. We will look at artists who use the computer as a medium or as a tool or as a theme. During weekly labs, you will be introduced to the Macintosh interface, networking and the use of some basic media and tools, such as the internet to develop art projects.

You will be expected to work individually and in groups at home and in the labs, applying your knowledge of digital media to art projects. There will be discussions of required readings and presentations of completed art projects.

TEACHING METHODS

Practical demonstration of principles, concepts and techniques; verbal presentation of assignments; individual formative critique and class critique; audio-visual presentation; individual and assigned team work.

GRADE DISTRIBUTION— A minimum grade of 60% is required to pass this course.

- 50% - Individual and group assignments as well as preliminary work.
- 20% - Term tests
- 20% - Final group term project
- 10% - Professional attitude and practice

Your grade will be averaged with the grades from 2D and 3D Visual Language.

- The student will keep a course record book for class notes, thumbnail sketches, experiments and class exercises related to specific design principles, as well as for swatches of colour samples (e.g., paint, magazine tear sheets, found papers and fabrics, laser copies from books).
- Assignments will be evaluated on presentation, use of tools and materials, problem solving, and understanding of visual principles presented.
- All proposals, sketches and research will be handed in by students along with the final projects to be marked.
- Studio practice and professional attitude & behaviour include applied problem-solving, organization, self-discipline, and consideration and respect for others and for the studio. Students are responsible for bringing appropriate materials to work in class, on time, according to proposed schedule and verbal instruction.
- Students are required to pick up term work as specified by the teacher.
- Students must recognize and accept the attendance criteria, purchase and use the required materials, and leave the studio in an orderly state.

GRADING POLICY FOR LATE ASSIGNMENTS

Project deadlines (date and time) MUST BE RESPECTED. Late submissions will carry the following penalties:

- | | |
|----------------------|--------------|
| 1 week late | 10% deducted |
| 2 weeks late | 15% deducted |
| 3 weeks late | 20% deducted |
| 4 or more weeks late | 0% assigned |

If the project is late due to sickness, then a medical note must be handed in to reduce or waive the penalty. Evaluation of all assignments, tests and presentations includes availability for teacher feedback in class.

ATTENDANCE

Attendance is compulsory and will be taken in every class. Arriving late or leaving early is considered an absence. After two absences, the teacher will notify the student of his or her precarious state in the course. Three absences will significantly impact your final grade as this represents a loss of 20% of class time and course work. It is at the teacher's discretion to require documentation for absences. **Note: When absent from class, students are responsible for inquiring about missed information and assigned homework. Students who are absent for more than one class must contact the instructor.** Students may refer to the "Institutional Student Evaluation Policy" in the Dawson College Calendar for further information regarding student responsibilities to the course (section II.D.).

LITERACY

Students will learn to use professional terms and vocabulary used in visual language necessary to discuss, present and critique their work and that of others.

PLAGIARISM

Cheating and plagiarism are serious academic offences. Both academic achievement and creative production are based on honesty and artistic integrity. Any act of plagiarism (the unacknowledged use of source material) will result in a failing grade for the project or assigned work. Where originality is questionable, preceding developmental work must be produced to substantiate authorship. Any act of cheating (involvement in any dishonest or deceptive practice related to exams, in-class tests, or quizzes) will also result in a failing grade. All instances of cheating and plagiarism that result in an affected grade will be reported to the office of the Dean of Pre-University Studies. Students are also subject to the Dawson College Institutional Student Evaluation Policy under Students' Rights and Obligations.

STUDENT CONDUCT

Everyone has the right to a safe and non-violent environment. Students are obligated to conduct themselves as stated in the Student Code of Conduct and in the ISEP section on the roles and responsibilities of students. (ISEP Section II-D)

POLICY ON RELIGIOUS OBSERVANCES

Students, who intend to observe religious holidays, must inform their teachers in writing as prescribed in the ISEP Policy on Religious Observances. (ISEP Section III-C) Alternative arrangements will be discussed to make up for class material missed. All resulting changes in the tentative schedule of assignments must be finalised within the first two weeks of classes.

CELL PHONE POLICY

All cell phones must be turned off during class / studio / lab time. Use of social networking sites, personal e-mail, text messaging, etc. is allowed only during class breaks. Failure to respect this policy may result in marks being deducted from the student's 10% professionalism grade.

INTENSIVE COURSE CONFLICTS

If a student is attending an intensive course, the student must inform the teacher within the first two (2) weeks of class, of the specific dates of any anticipated absences.

REQUIRED TEXT

Tribe, Mark and Jana, Reena (2006) *New media art*. Los Angeles: Taschen (This entire text is available on-line)

A list of additional readings/www links will be provided at the beginning of the course.

<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

REQUIRED MATERIALS

Blank CDRs as required or a usb key device, sketch/notebook, printing account for handouts and class work.

SYLLABUS

Changes are regularly posted at:

<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

Week 1: (August 23, 27) Introduction to course. *Reading art* (powerpoint) Reading (about photography): William J. Mitchell (1994) "Intention and Artifice" in *The Reconfigured Eye: Visual Truth in the Post-Photographic Era*, Cambridge: MIT Press, pp.23-57. Browsing: *Rhizome Artbase*, <http://rhizome.org/artbase/>, *Digital Art Museum* <http://www.dam.org/intro.htm> and *Computers Club* Computers Club Drawing Society To look up: What is a googol ?

Week 2: (August 30, September 5) Lecture: *Intention and Artifice* (powerpoint) Link: Jeremy Shuback: *Photoshop Crash Course* Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Art in the age of digital distribution", pp.6-9 9 ("Defining New Media art" to "Themes/tendencies"). Browsing: Petra Cortright (2007) *vvebcam*, and John F. Simon, Jr. (1997)

Labour Day: September 3, Election Day: September 4

Week 3: (September 6, 10)

Lab: Logon, working with programs, entering and exiting files, portable memory, network. Introduction to Adobe Photoshop, drawing and painting tools **Project 1 (individual project, line direction, 15%)** Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Art in the age of digital distribution", pp.10-13 ("Themes/tendencies" to end of article). Browsing: Shelley Jackson (1997) *My Body* and Takeo Yamaguchi (2006) *Candy Factory Projects*, *Tokyo Rose Advertising*

Week 4: (September 13, 17) Working on project 1 in computer lab, image editing, introduction to printers. Reading (about defining mechanically produced art): Walter Benjamin (1936) *The Work of Art in the Age of Mechanical Reproduction*, (Sections I, II, IV, V and XII); Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Olia Lialina", p. 60-61. Browsing: Olia Lialina (1996) *My Boyfriend Came Back From the War*

Week 5: (September 20, 24) Downloading Internet images, file compression, image formats Reading (a historical perspective): Vannevar Bush (1945) *As We May Think* (Sections, I, VI, VII and VIII) Browsing: Anime to Arts

Week 6: (September 27, October 1) Lecture: Benjamin (Benjamin slides) Browsing: <http://www.bewitched.com/bewitched> and <http://crazyimages.com/>

Week 7: (October 4, 11) Lecture: Vannevar Bush (Bush slides) **Project 1 due** Project 2 (15%) Homework: Write a proposal (5%) Reading: Natalie Bookchin, Alexei Shulgin (1999) *Introduction to net.art (1994-1999)* Homework: Simple animation (5%). Browsing: Rafael Rozendaal (2010) <http://www.towardsandbeyond.com/>

Thanksgiving break: October 6-8

Week 8 (October 18, 15, mid term assessment) **TEST (10%) On readings, lectures and browsings to date. Introduction to Project 2 (15%)** Lecture: the context for media art. New Media Art Powerpoint Presentation. Reading: Jesse Darling (2012), *Arcades, Mall Rats, and Tumblr Thugs*, *Arcades, Mall Rats, and Tumblr Thugs* (.pdf), Evgeny Morozov (2012), *The Death of the Cyberflâneur* (link), *The Death of the Cyberflâneur* (.pdf) Browsing: Kaja Andersen (2012) *cxzy's photostream*, Jodi (2006) Jodi www.jodi.org; *MAX PAYNE CHEATS ONLY* -----*.webloc*

Week 9: (October 25, 22) Presentation of proposals. Formation of groups. How to work in groups Introduction to simple animation. **Simple animation due (5%)**. How to write a proposal (bis) Homework: Take a movie of yourself and save it as .avi or .mov to your usb key or on a dvd. Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Vuk Cosic", p. 38-39 and "Mark Napier", p. 70-71. Browsing: Mark Napier (1998) *The Digital Landfill* and Vuk Cosic (1999) *Deep ascii* <http://www1.zkm.de/~wvdc/ascii/java/>

Week 10: (November 1, October 29) (in Lab) Guest artist: Rachel Echenberg **Working with Quicktime and iMovie** Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Mouchette", p. 66-67. Browsing: Stellarc (1996) *Ping Body* (Google it!) and *Mouchette* (Avatar, 1996-2010, Martine Neddard) <http://www.mouchette.org/>

Week 11: (November 8, 5) Introduction to Internet, Web workshops Homework: Simple webpage **(5%)**. Simple webpage mini-tutorial Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Young-Hae Chang Heavy Industries", p. 94-95 and "Alexei Shulgin", p. 84-85. Browsing: Young-Hae Chang Heavy industries (2005) *Super Smile*. http://www.yhchang.com/SUPER_SMILE.html and Alexei Shulgin (1998) *386DX Cyberpunk rock band*

Week 12: (November 12, 15) **Project 2 due** Project 3 **(20%)** Are media technologies moral? Browsing: 0100101110101101.org (Google them!) Reading: Tilman Baumgärtel (1999) Interview with 0100101110101101.ORG and Tribe, Mark and Jana, Reena (2007) *New Media Art*, "0100101110101101.org", p. 26-27.

Week 13: (November 22, 19) **Simple webpage due.** Reading: Tilman Baumgärtel (1997) Interview with Jodi and Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Jodi", p. 50-51. Browsing: Kim Jong-il Looking At Things; Eugenio Tisselli (2009) We are the facebots! We are delighted to be your friends.

Week 14: (November 29, 26) **TEST (10%) On readings, lectures and Browsers to date.** Work session

Week 15: (December 6, 3) Work session (group1) **Project 3 due**, class critique

(December 13, 2012 at 15:00) **Last submission of projects**