

NEW MEDIA FOR THE CREATIVE ARTS

Course: AVT 180: NEW MEDIA FOR THE CREATIVE ARTS

Time: Tuesday/Thursday from 9 AM to 10:15 PM

Fall Semester: 2015

Instructor: JUSTIN PLAKAS

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Hours: By appointment only

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“Anyone who tries to make a distinction between education and entertainment doesn't know the first thing about either.” - Marshall McLuhan

*Note: This syllabus is subject to change upon Instructor's discretion

COURSE DESCRIPTION

Introduces computing from artist's perspective. Emphasizes computer use for artistic creation and research. Overview of image making and time-based media within the broad context of contemporary art, new media art, and mediated culture.

OBJECTIVES AND OUTCOMES

- To make observations about visual images and information and to articulate responses verbally and visually.

- To develop a knowledge of historical models and movements in the electronic arts. To develop a context for understanding some of the basic cultural and theoretical concerns surrounding the ever-accelerating growth of Electronic (or “New”) Media, while analyzing and assessing ways in which electronic media have helped to create and shape contemporary discourse.

To learn new technical skills and creatively expand upon your current abilities. Become adept at the use of several hardware devices (such as cameras, scanners, computers, printers, etc) and software applications (including, but not limited to, such as Photoshop, Premiere and Illustrator).

To produce digital projects for screen and print. To become confident in creating a clear, coherent and thoughtful body of work with the use of digital tool sets.

To develop conceptually rigorous and socially aware media art and design practices.

This course satisfies a Mason Core Foundation Requirement for Information Technology.

Almost no area of academic, professional, or personal life is untouched by the information technology revolution. Success in college and beyond requires computer and information literacies that are flexible enough to change with a changing IT environment and adaptable to new problems and tasks.

1. Students will be able to use technology to locate, access, evaluate, and use information, and appropriately cite resources from digital/electronic media.
2. Students will understand the core IT concepts in a range of current and emerging technologies and learn to apply appropriate technologies to a range of tasks.
3. Students will demonstrate the ability to communicate, create, and collaborate effectively using state-of-the-art information technologies in multiple modalities.

Arts goal: Mason courses in the filmmaking, visual and performing arts stress generative, inquiry based learning through direct aesthetic and creative experience in the studio environment. Courses aim to achieve a majority of the following learning outcomes: students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work's underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

University and School of Art Policies: In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity: This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class,

linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design: As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Important Deadlines

Last day to add classes or drop without financial penalty: September 8

Last day to drop classes with 33% penalty: September 15

Last day to drop classes with 67% penalty: October 2

Selective withdrawal: October 5 –October 30

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

Students with Disabilities and Learning Differences: If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU E-Mail: Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

AVT 180 Attendance: Attendance is mandatory. If there are circumstances where you will have to miss a class, it is the students' responsibility to make up work outside of class.

Remember that attendance is essential to understanding both technical and conceptual concerns and missed classes will greatly compromise your development as an artist. In other words: ATTEND EVERY CLASS. There are no unexcused absences. Three missed classes results in automatic drop of one letter grade. Every subsequent absence lowers another letter grade. Six missed classes results is an automatic failure.

Honor Code: Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center: Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.

Grading:

- F: Unsatisfactory work/ Did not meet criteria
- D: Below Average but passing/ Work is lacking
- C: Average/ Met requirements
- B: Above average/ exceeded requirements
- A: Superior/ greatly exceeded requirements

Each project will be evaluated in three areas:

1. Comprehension: following instructions, solving problems, staying within the guidelines of the assignment.
2. Originality: responding to the assignment with creativity and a spirit of exploration.
3. Craftsmanship: using the tools effectively and with attention to details.

Grade Breakdown:

Projects: 75%
Participation: 15%
Research: 10%

Participation: Full engagement is imperative. Students are expected to actively participate in critiques. Active participation means: offering peers constructive criticism, utilizing a continually progressive art vocabulary, being attentive during demonstrations and maximizing class time. Also, we will maintain a blog that students are expected to contribute to on a weekly basis. All in class presentation material will be made available for your research. Students are encouraged to share any relevant research with the class via blog.

Art Events: You may be required to make gallery and museum visits in DC and attend the Art Department special events such as guest artists lectures and exhibit openings.

Visual Voices Lecture Series Fall 2016: Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater.

September 3	Jon Rubin	“Art in Public Life”
September 10	Helen Zughuib	“Arab Song – Arab Spring”
September 24	Catherine Kehoe	“It’s Not What You Think”
October 1	SOA Grads	“Loading Content”
October 8	Steve Badanes + Linda Beaumont	“Speak of the Devil”

Art Bus Dates: Take advantage of our monthly Bus trips to New York!

September 26
October 24
November 21

**Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding ArtsBus policy. Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.*

Sketchbook (pre-production): Students are expected to regularly document their ideas in a sketchbook. These will act as references for individual meetings and be taken into

consideration with final grading. Sketching is an important component to the creative process of an artist and designer. Each project should show some evidence of “pre-production” and idea generation. A student who is actively sketching and writing their ideas, is fully engaging in the assignments, it is in your best interest to make this part of your artistic practice.

Software

The student will be introduced to time based and image based editing programs. The school will have the Adobe Suite available in the labs but open source software solutions are completely acceptable for this course and for working on projects.

Supplies:

Personal data storage – USB or Firewire drive. **BACK UP YOUR WORK!!!!**

Sketchbook

Suggested but not required – digital camera / video camera.