

ARTS 130 – Intro to Electronic Art

UNM Valencia, Digital Media Arts

updated 8-2014

Fall 2014

Monday & Wednesday – 12pm – 2:30pm

LEARN Enhanced Course

Professor: Alexa Wheeler

alexa08@unm.edu

Campus Office Hours: W 2:30-4 | M-TH 10-10:30 | T TH 1-1:30 | and by appointment

Virtual Office Hours: M-Sun - by email, text, and by appointment for live chat

**see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

Course Description

This course focuses on the possibilities of the creative, technical, and conceptual aspects of digital image making and new media. We will explore the technical processes used to create and manipulate images, discuss the philosophical and conceptual dialogues surrounding digital art and artists, analyze the work of digitally based artists, including yourselves, and place new media art in an art historical context. This class will also explore the integration of computer-based work and extend it into broader environments, including video, installation, and performance. Lectures, demonstrations, discussions, and other content will introduce various issues of design and many concerns in contemporary digital art and the history of graphic, photographic, and time-based arts. Assigned projects, readings, presentations, and group critiques will assist in a critical understanding better preparing the student for further study in the digital arts.

Objectives

- Demonstrate excellent understanding of the foundations of digital imaging and photography techniques, including manipulating, shooting, scanning, printing, and storing images.
- Develop an excellent working knowledge of how to create and manipulate digitally using various computer technologies, including sound design and video.
- Develop a strong base in the history of electronic art, including video and installation
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work and critique others in relation to concepts, ideas, techniques, processes, and experiences.
- Develop a familiarity with the variety of media available in digital arts and understand the limitations and opportunities offered by these various materials and techniques.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and it's operating system

Student Responsibilities/Attendance/Participation

Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 8 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- Have a UNM email to access UNM Learn:
 - o Students will access supplemental information, class agenda/syllabus, and their grades through UNM Learn at <https://learn.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/IM/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

Grading Policy

Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Grading Breakdown

Semester Requirements:

Projects (3)	60 points	20 points each
Final Project	30 points	
Individual Meeting	10 points	for attendance and preparedness
Extra Credit	10 points maximum for the semester	

Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

How to Contact the Instructor

Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are:
 - o Wednesday 2:30 - 4 in B&T Rm. 110A, or check other DMA classrooms
 - o Also, by appointment
- Virtually, reach me any other time through email, text ... (see below).

Email:

I prefer all email to be from the internal UNM Learn class email. I will check this UNM Learn email regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner.

Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson ARTS 231"

Text:

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

Support Information, Resources, & Tutorials

Open Studio Time – Digital Media Arts Open Lab & Darkroom:

- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Times and hours posted on UNM Learn

Support for UNM Learn:

- o - UNM Learn help: http://UNM_Learninfo.unm.edu/student/.

DMA / UNM Valencia Tutoring Services:

- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available!

Other tutorials:

- I will post a number of links to video tutorials in UNM Learn for this course.

Instructor Support:

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:

- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

Project 1: Interactive Photograph

Objective:

To introduce Mac OS and Photoshop and/or other open-source photo manipulation software. To introduce hardware: computer, printer, scanner, camera. To begin digital manipulation. To discuss history of electronic art and contemporary digital artists. To discuss interactive art. To familiarize yourself with historically significant electronic artists.

Process:

Shoot a series of digital photographs based on a location. This location MUST expose a secret, whether your audience knows what it is or not. You will then project this photo on a large wall during classtime, place yourself in the photograph (physically), and reshoot. This photograph – of you IN your photograph – will become your final image. We may experiment with iPads and iPods as cameras and editing tools in this project. There will be some hands on time with the Nikon DSLR as well.

Project 2: Electronic Art as a Medium – Sound Project**Objective:**

To introduce sound-editing software and hardware. To understand sound input/output and the devices that are used as such. To effectively create a “sound” composition. To discuss installation and performance art. To discuss sound tracks as part of videos and films. To discuss Project 3, Video Project, and how this project will relate to it.

Process:

Create a three-minute sound composition that uses only noises (no tonal or “musical” sounds/ narration). The composition should not rely on conventional methods used in song or traditional musical construction. Your piece must use original recorded sound, but may also incorporate appropriated sound, either from web-based sound-clip databases or from altered “found” media. You cannot include ANY actual songs or even pieces of songs in this composition – ABSOLUTELY NOTHING YOU WOULD CONSIDER MUSIC. For example, anything that would be played on the radio, last.fm, Pandora, etc.... I think you get the idea! Also, no narration.

Create a soundscape of a real or imagined place that interacts with an object, which can be found or created. The listener should come away from your piece with a three-dimensional impression of your chosen place, created entirely with your choice of sounds and the object this sound interacts with. Your sound piece should in some way relate to, enhance, or interact with your chosen object. Make sure to bring both the object and the sound to critique. We will have a pedestal in the classroom for objects during critique.

Consider: What is sound? What qualities does it have? How can it be shaped? Does it have volume? Color? Mass? What emotions can it bring forth in the viewer? What devices do we use to hear sound out of/from? How do we tune out sound? How do we tune in sound? Voices? Machines? Music? How long is two minutes? What does time have to do with sound? What objects make sound that you can use to make art?

Project 3: Themes in Electronic Art – Video Project

Objective:

To introduce video editing software (iMovie/Movie Maker). To understand video input/output devices and the devices that are used as such. To discuss digital sculpture, digital animation and video, and net art, and artists associated with these movements. To make a successful two-minute video exploring yourself as the subject matter.

Process:

Use video to explore an aspect of yourself. Your video must be three minutes in length to match Project 2. You may or may not be in your video. Your video should have an idea and/or central concept that it addresses in relationship to you as the subject. You must use your Project 2 Sound Project as the **only track in your soundtrack**. NO MUSIC!!! All footage MUST be shot by you. You may not use any appropriated video clips.

Consider: Who is your target audience? Do you question your identity in terms of race, gender, or religion? Can you use an idea, event, or action to define an aspect of yourself? Is there a significant event or memory that triggers a sense of self? How do you see yourself in relationship to new media culture? Can you make a comment about identity through performance? Can you make a video that explores self without using yourself? What objects or actions can tell your story? Are you telling the truth? Why/why not? Are you lying? Why/why not?

Project 4: Final Project: Series, Performance, Video, Installation....**Objective:**

Explore and develop an idea using any and/or all of the various electronic media we have explored. Create a piece that is meaningful to you and communicates your concept to us (audience). To further discuss contemporary digital/electronic artists and investigate an inspirational source. To demonstrate an excellent working knowledge of Photoshop, iMovie and/or Final Cut Pro, sound editing software, and other electronic sources. Discuss appropriated imagery.

Process:

Create a series of images, installation, sound, video, OR time-based piece concerning a theme that is central to you and important in your life. Consider incorporating aspects of electronic art that you have not yet explored.

- **Series of Images/2-D printouts:**
- At least 10 and at least 8" x 10" in size (or consider a montage/collage of imagery) using Photoshop/Gimp/others as a tool.
- **Sound:**
- At least 4 minutes and must be accompanied by an object(s) using Audacity/Garage Band/Logic as a tool.
- **Video:**
- At least 4 minutes – must include opening and closing credits.
- **Installation:**
- Include all of the above. Time on sound and/or video can be significantly shorter in length if you are doing a multi-media installation.

All must be submitted in a "Final" folder under your name for this class on the network!

Course Schedule

Fall 2014

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Dates	Schedule	Projects
<u>Week 1</u>	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review UNM Learn • Lecture- Network, Flash Drives • Equipment Overview • Supplies Overview • FILM 	
<u>Week 2</u>	<ul style="list-style-type: none"> • Lecture • Demo: Photoshop, Levels Curves, Basic Paint tools, basic selecting, basic layers, basic manipulation, printing, opening/saving files, classroom network 	
<u>Week 3</u>	<ul style="list-style-type: none"> • Project 1 Critique 	Project 1 Due
<u>Week 4</u>	<ul style="list-style-type: none"> • Lecture • Demo: audio editing tools • Work time 	
<u>Week 5</u>	<ul style="list-style-type: none"> • Lecture • Work time • FILM 	
<u>Week 6</u>	<ul style="list-style-type: none"> • Lecture • Work time 	
<u>Week 7</u>	<ul style="list-style-type: none"> • Project 2 Critique 	Project 2 Due
<u>Week 8</u>	<ul style="list-style-type: none"> • Lecture • Demo: Video capture, cameras, tape, SD card, input, output, audio, video editing software • Work time • FALL BREAK 	
<u>Week 9</u>	<ul style="list-style-type: none"> • Lecture • Video Editing Review • Work time 	
<u>Week 10</u>	<ul style="list-style-type: none"> • Work time • FILM 	

<u>Week 11</u>	<ul style="list-style-type: none"> • Project 3 critique 	Project 3 Due
<u>Week 12</u>	<ul style="list-style-type: none"> • Lecture - Appropriation • Individual Meetings • Work time 	
<u>Week 13</u>	<ul style="list-style-type: none"> • Lecture • Individual Meetings • Work time 	
<u>Week 14</u>	<ul style="list-style-type: none"> • Work time THANKSGIVING BREAK	
<u>Week 15</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 16</u>	<ul style="list-style-type: none"> • Final Project critique 	Final Project 5 Due: Self-Directed Project