
DAWSON COLLEGE FINE ARTS PROGRAM

INSTITUTION Dawson College (Quebec, Canada)	DEPARTMENT Fine Arts	TERM Autumn 2010
COURSE NUMBER 510-112-DW	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	OFFICE HOURS Wednesdays, 8:00-8:30 11:30-13:00 Thursdays, 8:00-9:00 11:00-12:30 Fridays, 8:30-11:30 <i>Please make an appointment</i>

Regular updates and changes to the syllabus are posted at:
<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

OBJECTIVESStatement 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.

STANDARDSAchievement 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

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.

Professional attitude and practice means a commitment to one's class work; respect for studio atmosphere and work of others; being prepared with all materials and tools required; punctuality and participation in class with creative comments; positive attitude.

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.

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>

RECOMMENDED TEXTS

Traub, Lipkin (2004) *In the Realm of the Circuit, Computers, Art and Culture*. New Jersey: Pearson Education/Prentice Hall (available on-line and in the library)

REQUIRED MATERIALS

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

CELL PHONE POLICY

The Fine Arts Department prohibits the use of cell phones in all studios, classrooms, workshops and resource rooms. Cell phones must be turned off before entering any of these areas, or while attending field trips and other class activities.

SYLLABUS

Changes are regularly posted at:
<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

Week 1: (August 26)

Introduction to course. Working with programs, entering and exiting files, portable memory, network.
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: *Digital Art Source* <http://www.digitalartsource.com/index2.shtml>
To look up: What is a Google?

Week 2: (September 2)

Lecture: Intention and Artifice
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.
Browsing: Petra Cortright (works from 2004-2010) and John F. Simon, Jr. (1997) *Every Icon*

Labour Day: September 6**Week 3: (September 16)**

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.
Browsing: Shelley Jackson (1997) *My Body* and *Tokyo Rose Advertising*

Week 4: (September 23)

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)

Week 5: (September 30)

Downloading Internet images, file compression, image formats
Links: *Apple i.movie* tutorials: *Apple i-movie tutorial* (i-movie HD) *i-movie O9*
Reading (a historical perspective): Vannevar Bush (1945) *As We May Think* (Sections, I, VI, VII and VIII)

Week 6: (October 7)

Lecture: Benjamin and Vannevar Bush
Project 1 due
Project 2 (15%)
Homework: Write a proposal (5%)
Browsing: <http://www.bewitched.com/bewitched> and <http://crazyimages.com/>

Thanksgiving break October 9-11

Week 7: (October 14, mid term assessment)

TEST (10%) On readings, lectures and browsings to date.

Section 1: Introduction to simple animation. *Quicktime* and *iMovie*.

Reading: Natalie Bookchin, Alexei Shulgin (1999) *Introduction to net.art* (1994-1999) and 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*

Homework: Simple animation (5%).

Week 8: (October 21)

Simple animation due (5%).

Lecture: the context for media art.

Reading: Tribe, Mark and Jana, Reena (2007) *New Media Art*, "Natalie Bookchin", p. 31-31.

Browsing: Natalie Bookchin (1999) *Intruder* (video simulation, Google it!)

Jodi (2006) *MAX PAYNE CHEATS ONLY* ----- .webloc

Week 9: (October 28)

Presentation of proposals. Formation of groups. How to work in groups

How to write a proposal (bis)

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 4) (in Lab)

Introduction to Internet, Web workshops

Homework: Simple webpage (5%).

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-present) <http://www.mouchette.org/>

Week 11: (November 11)

Work session

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 18)

Work session

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 25)

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: Jodi www.jodi.org

Week 14: (December 2)

TEST (10%) On readings, lectures and Browsings to date.

Work session

Week 15: (December 9)

Project 2 due, class critique

Supplementary week: (December 15, 2010 at 15:00) Last submission of project 3