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## Advanced Digital Art

Art 360.68 Sec. 001

T 16:10-18:50

F 13:10-15:50 (Lab)

Art Department, Hunter College

Room HN11005

Fall 2008

Class website: [www.jennyvogel.net/art360.html](http://www.jennyvogel.net/art360.html)

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ART360.68 is an advanced digital art course, furthering the knowledge of the tools, techniques, and concepts behind digital art including digital imaging, sound production, animation concepts and web art.

The curriculum in this class emphasizes an integrated and creative approach to digital art, including but not limited to detailed instruction and practice in the technical aspects of production. It is designed to give students a firm grounding in the tools, techniques, and concepts of digital art, necessary for a thorough understanding of the field and independent practice. The course includes the use of digital cameras and scanning, bitmap and vector-based graphics, output for both screen and print, digital audio recording and editing, learning of html language, use of internet communication, interactivity and animation. The course will also include discussion of contemporary issues and concepts of digital art such as virtual realities, identity, copyright issues and others.

At the end of this class students will:

- Have a thorough knowledge of contemporary artists in the field
- Understand concepts relating to digital media
- Explore how digital media can be applied to their own art practice
- Give a presentation about an artist working with digital media,
- Give a presentation about his/her own work
- work independently and collaboratively with other students on digital art projects
- create a portfolio of all projects and assignments created in class

PREREQ: ARTCR 101, 221, AND ANOTHER COURSE OF ARTCR FROM 200 LEVEL

**Method of Instruction:** The 15 class sessions combine lectures, screenings/viewings, readings, visitor presentations, and class discussions. The lab section will provide you with all the necessary technical knowledge and additional work time. The lab section is mandatory to attend even if you have a working knowledge of the programs. Please note that you will need additional time outside the class and lab section to complete all required projects and reading assignments. Notes are not available online, so students should come to class prepared to take notes.

**Absence Policy:** Attendance to all classes is required and attendance is taken at each class. A significant part of your final grade will be determined by class attendance. If you need to miss a class, contact your instructors prior to the date and make alternative arrangements. After the fact explanations do not work. More than three absences will result in an 'F' (failure) for the class. No exceptions. Class begins on time, so you must be punctual. Two late arrivals equal one absence. No incompletes!

**Late Work:** If a student finds they will not be able to hand in a midterm or final on the scheduled day, it is the student's responsibility to notify me prior to that day. Under no circumstances will I accept the work if I have not been notified and arrangements made prior to that day.

**Participation:** Evaluation will be based on each student's willingness to engage in the exploration of creative and intellectual challenges, demonstrated development of sensitivity and skills relating to peer evaluation, and evidence of growth in terms of working with and for fellow students. Attendance is crucial to the success of the class. Also, please see the class as a group experience: an open, back-and-forth communication is the norm. Students are free to speak up when they need clarification or wish to make observations. Always let me know if you are having difficulties mastering a technique presented in class and I will help you or direct you to appropriate resources. You will be expected to work several hours outside of class time each week. You will not be able to finish your assignments during class!

**Homework:** Homework assignments will be collected at the beginning of class (when attendance is

taken). Any homework not turned in at this time will be marked late. Points will be deducted from late homework. There are several labs at Hunter that are available for students to use outside of class to complete homework assignments. The computer lab schedule will be made available.  
Statement on Originality of the Work: All work must be completed by the student enrolled in the course. All work for this course must be made in this course and not fulfilling the requirements of another prior or current course unless pre-approved by the instructor. Plagiarism is a very serious academic offense, which will result in penalties ranging from reduction of class grade to failure in the course. Plagiarism occurs when the ideas, images, and words, published or unpublished, of others are presented as one's own without citing the original source. Plagiarism also occurs when the papers, research, or creative works of another person are presented as one's own work.

**Evaluation:** Student's grades will depend on the TIMELY completion of all homework assignments and readings, lab exercises, midterm, a final project, attendance and participation. If a student has any emergencies or difficulties in completing an assignment, THEY SHOULD CONTACT ME AS EARLY AS POSSIBLE. My e-mail is vogel2000@hotmail.com - no excuses.

Attendance and participation will count for 25%, the midterm for 25% and the final project for 50% of the student's grade for the class.

Grades will be awarded using the standard grading scale:

90-100% A  
80-89% B  
70-79% C  
60-69% D  
below 60% F

Below is a sketch of how I utilize letter grades. Please read!

A+	Exceeds Expectations in ALL areas.
A Range	Conceptual: Concepts engaging, thorough and coherent, original thinking, moves beyond assignment bounds, thinks creatively and documents this in class discussions. Attention to details and perfection. Engagement and Participation: Thoughtful comments on other's work. Participates fully, taking a leadership role in discussion in class and online community outside of class. Brings new ideas to class consistently. Listens to other's views with respect. Attends class on time and turns in work on time.
B Range.	Conceptual: Complete assignments with some originality; Satisfies aims of the assignment well. Engagement and Participation: Participates fully in discussion. Attends class on time and turns in work on time. Participates in online comments and engages with others' ideas.
C Range	Conceptual: Unoriginal or common sense thinking; doing only what is required; lack of thoroughness, does not meet goals of exercise, structural and technical problems. Engagement and Participation: Inconsistencies in presentation of work and participation, or does not frequently participate. Attends class but minimally engages with others' work.
D Range	Falls below expectations in most areas. Inconsistencies, sloppiness, inaccuracies, errors, lack of effort.
F	Fails to meet requirements of Assignment/Not turned in on time

If you have a disability, which will affect your coursework, please notify the instructor within the first two weeks of class to ensure suitable arrangements and a comfortable working environment. Contact The Office for Students with Disabilities, Hunter East 1119 Phone (212) 772-4882 or 4891, TTY: (212) 650-3230

This is a list of numbers, which you can use if there is an emergency or crisis situation on the Hunter campus or if you need assistance at other times. Security -B125 West - 772 - 4444; During business hours: Medical Office - Room 307 North - 772 - 4800; Office of Student Services - 1119 East - 772 - 4882 4891 (crisis counseling available), The Women's Center - 801 East - 772 - 4931.

## Weekly Schedule

	Tuesday Class	Friday Class (Lab)
Week 1 Sept. 2nd	Introduction to the Class Read: Among the Audience (due Sept 9th) Project #1 (due Sept. 9)	Photoshop Intro
Week 2 Sept. 9th	Theme: Digital Media as a Tool Project #2 (due Sept. 16)	Illustrator Intro
Week 3 Sept. 16th	Theme: Digital Media as a Concept Project #3 (due Sept. 23) Read: The Garden of Forking Paths	Flash Intro
Week 4 Sept. 23 <sup>rd</sup> No class next week	Theme: Interactivity Project #4 (due Oct. 7) Read: Dense Clarity, Clear Density	Dreamweaver Intro
Week 5 Oct 7th Next week =Monday schedule	Theme: Narrative structures Sound recording Project #5 (due Oct. 21) Read: Art in the Age of Mechanical Reproduction	Audacity Intro
Week 6 Oct 21st	Theme: Cut + Paste and Found Footage Project #6	iMovie Intro
Week 7 Oct 28th	Midterm: 10 min Presentation on assigned artist hand in CD with images and paper/notes	
Week 8 Nov 4th	Discuss Presentation and Final project Gallery Visit	Work on presentation
Week 9 Nov 11th	Group#1 presentation	Work on Final Project
Week 10 Nov 18th	Group#2 presentation	Work on Final Project
Week 11 Nov 25th	Production Class	Finish Draft
Week 12 Dec 2nd	Drafts due	Work on Final project
Week 13 Dec 9th	Production Class	Work on Final project

Week 14 Dec 16th	Finish Portfolio and Final Project	No class <b>Final Critique next week!</b>
Week 15 Dec 23rd	<b>Final Critique</b> Present Portfolio and Final Project	No class

### **Project #1**

#### *Dream Collage*

Technology: Photoshop and found images

A Nightmare: You are being chased by someone or something. You have never seen your predator before, but he/she/it seems strangely familiar. Make a portrait of your worst enemy by combining images of objects or people you like the most (family or friends, pets, your favorite stuffed animals or toys). Use photographs and/or parts of photos only. No drawing/ painting in Photoshop. Use at least 4 different sources. The finished image should be a 4x6 in. jpeg at 300dpi.

### **Project #2**

#### *Graphic Interpretation*

Technology: Illustrator

Select a photograph that you own and use paths and shapes to draw a simplified version of the image. Think of creative ways to simplify the image, using the tools in Illustrator. The image does not have to be a recognizable copy of the photograph. Using the original photo as a guide in a layer is allowed, the Live Trace function is NOT. The finished image should be exported as a .pdf file, the format should be 4x6 in.

### **Project #3**

#### *Repetition*

Technology: Flash

Make a frame-by-frame animation (5-10 frames) that can loop endlessly. It can be representational or abstract but should incorporate the concept of repetition in some way. You can work with things that are repetitious such as rhythm or the course of the sun, or things that just feel like they never end. Play with the play back speed of your animation to see which frame rate works best for you. Export as .swf.

### **Project #4**

#### *Interactive Poetry*

Technology: Dreamweaver

Create a 5-7 page website of an interactive poem. It can be your poem, or somebody else's. The site can also be a purely visual representation. The pages should have a number of links, so think about how interactivity and navigation can add meaning to your subject matter. You should include at least two images or other media in your pages. Save as a site archive!

### **Project #4**

#### *Sound Narrative*

Technology: Audacity

We will record a number of sound effects in class as a group. Use these sound effects to create a 30 sec. narrative. Start out by imagining a situation or scenario without conversation or music (f.ex. little boy gets lost in the woods, 4 robbers running away from the bank they just robbed, a robot in love). Think about what kind of sounds you would hear if this was a movie (think of all the sounds: action and environment). Consider Volume and Pan to give your piece "three-dimensionality". You should have at least 4 Tracks at one point during the piece. Export to .wav!!!!!!

**Project #5***Self-portrait*

Technology: iMovie or Final Cut Pro

Make a self-portrait video with out ever showing yourself. You can film footage that you want to use for this project, or you can use found-footage from copyright free archives or your own previously recorded material. The video can be very descriptive or an abstract rendering of a portrait. If you are shooting the footage yourself try to experiment with unusual camera angles. The video has to be 30 sec. long and exported as a Quicktime movie (.mov file).

**Artist Presentation (Midterm)**

You will give a 10 min. long informal presentation on the work of an artist assigned to you. The Internet is an acceptable research tool, but you should also consider other methods (getting press packets on the artist from galleries, going to museums, the library etc.) The presentation should give an overview of the artists work. Describe two or three pieces by the artist and demonstrate how they relate to the artists over all ideas and concepts. Prepare a slide show with images of the work you are referring to. Hand in a CD with your paper/notes and the the images you presented. (try to find good quality images).

**Final Project and Portfolio**

Technology: any used in class

The final project will be an independently researched and developped artwork, using a subject matter and technology of your choice. You will give an informal presentation of your art work from this or previous classes, and discuss with the class the issues and subject matters that concern you in your art. This should be used as an inspirational source for your final project, and should clarify what sort of project you might want to work on. Next you will start working on a draft of the project. Once the project is done you will think of a proper documentation method and place it in a portfolio with all the other projects create in class. The portfolio can be in print form, a web site or a CD-ROM. Final Project and portfolio are due on the last day of class. A copy of both should be handed in.

