

*ART/COMM 266*  
*INTRO TO NEW MEDIA*



E. Taddeo Fall 2007

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**Statement regarding students with disabilities:** Any student who is eligible for accommodations should contact Iris Giamo in the Disabilities Resource Office (103C Madeleva Hall, phone 284-4262, e-mail [igiamo@saintmarys.edu](mailto:igiamo@saintmarys.edu)) for an appointment to review documentation and arrange for appropriate accommodations. Students who suspect they may have a disability are also encouraged to contact the Disabilities Resource Office.

**Academic Honesty:** Students enrolled in this course are expected to comply with the College's Academic Honesty Policy as published in that College Bulletin which is in effect at the time of the student's enrollment in this course. Students who violate this policy will initially be warned and required to resubmit any coursework found to be deceitful in nature. Students who violate this policy for a second time will be failed from the course.

**Course cancellation policy:** In the event of your Professor's unanticipated absence from this course due to illness or some other unforeseeable circumstance your Professor will seek to notify you by email or by phone. Your Professor will attempt to reschedule time missed in a cancelled class or provide comparable learning activities to compensate for this cancellation.

***COURSE OUTLINE: Introduction to New Media  
ART 266 & COMM 266***

"The illiterate of the future will be ignorant of pen and camera alike "

Lazlo Moholy-Nagy

**Instructor:** Professor Doug Tyler

**Office:** 330/170A Moreau Hall

**Office Hours:** Monday/Wednesday 9:30 - 11:00

I am often in my office or in Moreau Hall in the afternoon on MWF. Phone to see if I am in or stop by.

Tues./Thurs. 8:00 - 8:30 and 1:00-1:30

Friday By appointment or stop by/phone to see if I am in !

**Communications:** I am not at a computer as often as would be ideal. The best way to reach me is by text message at my cell phone number. I do not publish this number but will provide it in class so please note it down.

**Phone numbers:** Office: 284 - 4621  
Home: 269 - 683 - 0934 (Niles) a long distance number but toll free

**Email:** dtyler@saintmarys.edu

**Lab assistants:** Hannah Toepp, Chief Assistant  
Hannah O'Farrell, Brynne Elick, Lili Payne. Assistants-to-the Chief

Course Description: <https://catalog.saintmarys.edu/undergraduate/undergraduate-courses-az/art/>.

scroll to ART 266 and COMM 266

Position statement: No adjective more accurately describes the contemporary art scene than "pluralistic". In centuries past, prominent achievements in the visual arts, technical or aesthetic, were neatly confined to a select group of media/disciplines. The traditional media-disciplines of painting, sculpture and architecture have long dominated the history and development of the visual arts in both the east and the west (so much so that alternative media such as ceramics, fibers, metals and the like were often dubbed "minor arts"). This elite domination was shattered however with the introduction of photography in the 19th Century. No longer could painting and sculpture claim exclusive proprietorship over the

powerful functions of representation. The introduction of cinema in the late 19th century further weakened the exclusive grip which painting and sculpture had held upon art.

Just as photography foretold the decline of a centralized media icon in the field of representational visual images, so the plethora of evolving technologies in our own age indicates the broadening base and impact of new visual media on both life and art in general. More means have produced more models, none exclusive in their claim to a more accurate modality for expression and representation of the state of the human psyche. Today tomorrow's artist traces images on the surface of phosphor screens with the aid of electrons, lasers trace out forms in the clouds and photo-waves are modulated by the diffractive structure of holographic recordings. Images reach the retina in record time over one hundred thousand miles, transformed by and transforming through the processes of transmission. A new visual paradigm is before us - under our noses. A new visual language is beginning to be spoken as we face the dramatic precipice of a new millennial frontier.

Course Goals: New media are those tools, often, but not exclusively, with a technological base, which have supplanted paint, canvas and marble as the tool of the new artist. Film, video, computer graphics, electronic transmission technologies, xerographic processes, plasma media and the like. This semester we will explore several of these new media with the goal of broadly understanding the new options which these media offer to the visual artist and communications specialist for the expression of ideas and the differences in expressive dimensions and character of these media from their ancient predecessors.

Implementation: New technical concepts and procedures will be introduced to students during class lectures and demonstrations. Class members will explore new processes and approaches in the medium through an expanded program of laboratory exercises and demonstrations. Results of these exercises will receive critical commentary during selected class periods and should guide the student in the development of their media skills.

Evaluation: The student's final course grade will be based upon the accumulation of achievement points received during the semester. Achievement points being awarded for evaluation may include, but shall not be limited to, points for participation in class critiques and discussions, presentation of any written assignments, development of skill in the use of the silkscreen medium, attendance and scores from any tests or quizzes administered during the semester. In addition, each student will be required to submit a portfolio of their work at the end of the semester for which achievement points will also be awarded. Criteria for the presentation of this portfolio will provided in class.

Proposed point weighting

A. 5 -8 image assignments	200 points
B. Class participation	100 points
C. Attendance grade	100 points
D. Papers/quizzes	100 points
E. Final portfolio	500 points

SAFETY: Any student enrolled in this course is required to observe the safety guidelines outlined for this course. Students who ignore the safety guidelines outlined for this course or employ improper safety practices may be dismissed from the course.

Attendance and Late Assignments: Late assignments will be **devalued 10 achievement points** for each day they are past due. Late assignments will be evaluated at midterm and during final portfolio evaluation or at the discretion of the instructor.

Attendance is mandatory and achievement points will be awarded for each class meeting you attend. Achievement points may also be awarded for attending events / exhibitions specified by your instructor. Because of the special nature of demonstrations required for this course all students will need to be present at the beginning of class. Any student not present at the beginning of the class or when roll is taken will be considered absent from it. ***Any student who misses more than 7 class meetings (except for major medical/family reasons) will automatically fail this course !*** Course content will not be repeated for unexcused absences.

Attendance at all critiques is also MANDATORY. Unexcused absence from any critique will result in the **loss of 50 achievement points**.

NOTE: If this is an evening course trips to museums and galleries would need to be made outside of class. In this event, class time will be cut to compensate for the time applied toward the field trip.

#### MY GRADING SCALE:

You tried and made primarily **thoughtful** decisions:

A (90 – 100% of possible achievement points)

You tried and made **some** thoughtful decisions

B (80 – 90% of possible achievement points)

You tried but **didn't make** many thoughtful decisions

C (70 – 80% of possible achievement points)

You tried somewhat and made **some bad** decisions

D (60 – 70% of possible achievement points)

You didn't try and you didn't **think**

F (0 – 59% of possible achievement points)

FINAL GRADE POINT SCALE:

900-1000 POINTS = A

800-900 POINTS = B

700-800 POINTS = C

600-700 POINTS = D

600 POINTS OR LESS = F

**SUPPLY LIST:** This is a listing of basic supplies necessary for the course. Additional materials may be required as the course progresses. Other materials may be required to complete your unique approach to an assignment or new paths of inquiry not currently anticipated.

- A. (1) CD cover (This will be provided)
- B. USB memory stick, IPODS or other memory device
- C. \$ for having color copies of computer images made. (about \$30.00 at the most)
- D. Small plexi frame (This will be provided)
- E. You will need an e-mail address and a file space on the campus network (if you do not have this already please see Doreen in Information Technology)

**SPECIAL NOTES:** I do not have special storage areas for you in the computer lab area. If you feel you need storage space for your materials used in this course you may use an Art Department locker. These lockers are located on the ground level, are offered on a first come basis and you must supply your own lock. You are required to have necessary tools with you for all class meetings - so if you don't want to cart them back and forth its best to have them on-site in a locker.

**SUPER SPECIAL NOTE\*\*\*** Although I recognize the temptation to multi-task when you are working in the digital realm during course meetings students are required to focus on classroom assignments and may not employ College or personal electronic devices or other means of communication during the entire period of this course (cell phone, email access, texting, non-course web browsing, etc.). Students will have their final course grade reduced **one full letter grade** for each instance in which they violate this rule!