

# INTRODUCTION TO NEW MEDIA

## Fall Semester 2010

**Professor:** Jo-Anne Green

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**Class Location:**

H-UL-Lab A Upper Level of the Library in the Mac Lab

*Occasionally for screenings meet on the 2<sup>nd</sup> floor of Healy in the Media Screening Room*

**Class Meets:** Tuesday / Thursday

**Section 1** 9:30-10:59 am

**Section 2** 12:30-1:59 pm

**Office Hours (by appointment only):** Tuesday/Thursday 11:00 am -12:00 pm, in either H-UL-Lab A or McCormick, Room 415.

**Course Description:** Introduction to New Media is a *studio art* class that introduces digital imaging, web media, and contemporary themes in new media art and culture. The goal of the course is to equip students with the basic technical and conceptual skills necessary for the creative exploration of the Internet as both a site of production and transmission.

**Attendance and Participation:** Attendance is mandatory. Two unexcused absences result in a letter grade reduction. Three lates = one absence. A good amount of your participation evaluation is in your contribution to class critiques. Critiques are peer review discussions on a project's artistic and technical approach.

**Assignments:** We will use **Adobe Design Premium CS 4**, focusing on *Photoshop* and *Dreamweaver*, with a couple of forays into *Illustrator*. You will be required to work in labs outside of class time. You are required to come to class having read and completed the exercises in **Digital Foundations** by the due dates. You must complete the **5 Projects** by their respective deadlines. There are **3 Readings** for which you will be required to write a response. You will be awarded extra credit for attending **Outside Lectures**.

**Cheating:** Copying other people's work without modifying it is, for this instructor, not a moral issue; that is, I am not interested in punishing you for doing "bad" things. The only problem I have with you doing this is that you DO NOT LEARN ANYTHING. Each of the assignments in this class was chosen to enhance your understanding of the topic and to help you develop the necessary skills to move on to the next level. I would much rather that you try and "fail" than copy and "succeed." SO DON'T CHEAT.

**Evaluation:**

55% Projects (#1-4: 10% each; Final: 15%)

20% Class Participation (Includes attendance and class critiques)

15% Written Assignments

10% Exercises from Digital Foundations

**Grade Scale:**

**A** (90-100) – Outstanding; pushing limits of conceptual, technical, artistic capacity

- B** (80-89) – Good; thoughtful, thorough, and creative completion of assignments  
**C** (70-79) – Average; Projects completed according to minimum requirements  
**D** (60-69) – Poor; does not meet minimum class requirements  
**F** (Below 60) – Fail; failure to complete the class requirements

## READINGS

**REQUIRED:** *Digital Foundations: Intro to Media Design* by Xtine Burrough and Michael Mandiberg: [http://wiki.digital-foundations.net/index.php?title=Table of Contents: Sandbox](http://wiki.digital-foundations.net/index.php?title=Table_of_Contents_Sandbox)

See the class **Schedule** (above) for assigned chapters from **Digital Foundations (DF)**. You must complete the exercises in each chapter by the specified date. **Note:** Your DF homework may not be an exact copy. I want to see evidence that you did the exercises yourself.

**READ/WRITE:** *Read and write a 250-word response by the assigned date:*

**9/30:** “Lifetracing: The Traces of a Networked Life”  
by Anne Helmond  
<http://helmond.networkedbook.org>

**11/02:** “As We May Think”  
by Vannevar Bush  
<http://www.theatlantic.com/doc/194507/bush>

**11/18:** “The Immediated Now: Network Culture and the Poetics of Reality”  
by Kazys Varnelis  
<http://varnelis.networkedbook.org>

## PROJECTS

### **Project 1: Origami Design and Pixel Reproduction**

*Assignment Due: September 28*

*Lab Critique: September 28*

Search for **clip art** images online. Download two interesting images. Then:

- (1) On a blank piece of 8.5 X 11 inch paper, and using the origami paper supplied in class, create an **8 X 8 inch** dynamic composition that combines both clip art images. Use half-inch or smaller squares to build your design.
- (2) Using the pencil tool in Photoshop make a **227 X 227 pixel** (8 X 8 cm) reproduction of your composition. Save as "yourlastname\_pixel.gif", RGB, 72 dpi.

*Bring the original clip art, origami design, and Photoshop reproduction to class.*

**Note:** *the more detail you incorporate, the higher your grade will be.*

### **Project 2: Self-Portrait**

*Assignment Due: October 19*

*Critique: October 19*

This project is about the changing nature of *identity* in networked culture. Use Photoshop to create a **Self-Portrait** that represents your perspective on social networks, self-exposure,

anonymity, privacy, and/or surveillance in networked media.

Your **Self-Portrait** must combine digital photographs, and/or scanned materials, and/or found images, and/or drawings etc. That is, your **Self-Portrait may not be a single photograph** of yourself. **DO NOT USE TEXT.**

Document size (portrait or landscape): 8 x 10 inches, CMYK, 300 dpi

### **Project 3: Animated Gif**

*Assignment Due: October 28*

*Critique: October 28*

Make an animated gif with at least 100 frames. Experimentation is encouraged: take scans or photos of found objects, build on a digital drawing, consider the visual experience with movement and color.

Animated gif 800 x 600 pixels, 72 dpi

### **Project 4: Autobiographical Net Narrative**

*Assignment Due: November 16*

*Critique: November 16*

Create a mini website that has 5-10 html files. Use hypertext and images to tell your story. The user experience should be *nonlinear*.

### **Project 5: FINAL**

Create an original artwork. It should be 15-20 pages of html. The **Final Project** should exhibit “born digital” artistic practices such as hyperlinks, and animated gifs. In other words, you should not be able to reproduce the work in print form.

*Final Project Sitemap Due: November 23*

*Final Project Draft Due: November 30*

*Final Project Due: December 14*

## **OUTSIDE LECTURES**

You will receive extra credit for attending one or more of these **Upgrade! Boston** events:

**Venue: MIT Media Lab**, Lecture Hall, 6th Floor Room 633, 75 Amherst Street, Cambridge (Closest T stop is Kendall Square; it’s about two blocks away; directions and map [here](#))

**Time:** All talks begin at 7:00 pm.  
[http://turbulence.org/upgrade\\_boston](http://turbulence.org/upgrade_boston)

**September 28:** Meredith Hoy

**October 26:** Jane Prophet

**November 16:** EcoArtTech

# SCHEDULE

**Note: These are DUE DATES**

## WEEK 1

September 7 – Course Introduction

September 9 – **Read: Digital Foundations Introduction**

[http://wiki.digital-foundations.net/index.php?title=Read\\_Me](http://wiki.digital-foundations.net/index.php?title=Read_Me)

## WEEK 2

September 14 – **DF #1: Metaphor.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_1\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_1_Sandbox)

September 16 – **DF #2: Searching and Sampling.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_2\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_2_Sandbox)

## WEEK 3

September 21 – **DF #3: Symmetry and Gestalt.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_3\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_3_Sandbox)

September 23 – **DF #5: Color Theory and Basic Shapes.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_5\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_5_Sandbox)

## WEEK 4

September 28 – **Project 1: Origami Design and Pixel Reproduction**

September 30 – **Read/Write: “Lifetracing: The Traces of a Networked Life”**

<http://helmond.networkedbook.org>

## WEEK 5

October 5 – **DF #7: Image Acquisition and Resolution.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_7\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_7_Sandbox)

October 7 – **DF #9: Layering and Collage.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_9\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_9_Sandbox)

## WEEK 6

October 12 – Work on Project 2

October 14 – Work on Project 2

## WEEK 7

October 19 – **Project 2: Self-Portrait**

October 21 – **DF #12: Graphics on the Web.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_12\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_12_Sandbox)

## WEEK 8

October 26 – Work on Project 3

October 28 – **Project 3: Animated Gif**

## WEEK 9

November 2 – **Read/Write: “As We May Think”**

<http://www.theatlantic.com/doc/194507/bush>

November 4 – **DF #15: Hello World.** Read and complete exercises

[http://wiki.digital-foundations.net/index.php?title=Chapter\\_15\\_Sandbox](http://wiki.digital-foundations.net/index.php?title=Chapter_15_Sandbox)

## WEEK 10

November 9 – Work on Project 4

November 11 – Work on Project 4

**WEEK 11**

November 16 – **Project 4: Autobiographical Net Narrative**

November 18 – **Read/Write:** “The Immediated Now: Network Culture and the Poetics of Reality”

<http://varnelis.networkedbook.org>

**WEEK 12**

November 23 – Final Project Site Map

November 25 – **NO CLASS**

**WEEK 13**

November 30 – Final Project Draft

December 2 – Work on Final Project

**WEEK 14**

December 7 – Work on Final Project

December 9 – Work on Final Project

**WEEK 15**

December 14 – Final Project Due/Final Project Critique