

School of **ART + ART HISTORY**

UNIVERSITY OF FLORIDA / COLLEGE OF THE ARTS

NET ART

ART 2620C / 11079

Fall 2018 • credit hours: 3

FAC 306 • Tues and Thurs 6:15 - 9:10PM (periods 11 – E2)

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UF PHILOSOPHY:
UF encourages the intellectual and personal growth of its students as scholars and citizens. As an educational institution, the University recognizes that the transmission of knowledge, the pursuit of truth, and the development of individuals require the free exchange of ideas, self-expression, and the challenging of beliefs and customs. In order to maintain an environment where these goals can be achieved safely and equitably, the University promotes civility, respect and integrity among all members of the community. As stated in the Standard of Ethical Conduct, students are expected to exhibit high standards of behavior and concern for others.

INSTRUCTOR: Annemarie Poyo Furlong

EMAIL: apoyofurlong@ufl.edu

Instructor will respond to emails within 24 hrs

OFFICE HRS: Tues 2-3PM in Norman comp lab lobby and by appt.

**Class announcements, homework assignments, critique dates, special events, class location changes, and extra credit opportunities are communicated verbally in class, via UF email, and through our class website netart2018.com. Please check your UF email daily (before class) for updates.

COURSE DESCRIPTION

This course explores the practical and theoretical issues related to using network and hypermedia technologies associated with the Internet. The projects created will use the Internet as a medium for making art as well as for delivering information. Aesthetic, technical, and conceptual issues within the context of contemporary art are addressed through lectures, demonstrations, exercises, projects, readings, and discussion. The goal is to gain practical experience with markup and scripting languages in order to create artwork through the Internet. The class assumes minimal previous programming experience.

COURSE LEARNING OBJECTIVES

Students will demonstrate understanding of the following concepts and techniques both through creative and written assignments:

- Develop an understanding of the Internet as technology, media and infrastructure that functions as a medium for critiquing, reflecting and expressing cultural values
- Build a critical and theoretical awareness of hypermedia and its history understanding that the organization and presentation of knowledge influences/manipulates our perceptions of our environment and the world around us
- Practice creative techniques to work productively with web technologies
- Become familiar with the role and use of computer languages on the Internet
- Use markup and scripting languages to build rich, interactive hypermedia artworks

COURSE STRUCTURE

This course is comprised of lectures, demonstrations, exercises, readings / research written responses, projects, a quiz, and critiques. Students should expect to work a minimum 3 hours weekly beyond class time. Assignments will be posted on our class

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**UNIVERSITY
POLICE:**
(352)392-1111 or
EMERGENCIES: 911
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SNAP:
Free nightly campus
safety transportation
service
(352)392-SNAP
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**COUNSELING
SERVICES:**
Resources are
available for students
and spouses/ partners
experiencing personal
problems or
academic/career
concerns interfering
with academic
performance.
<https://counseling.ufl.edu/>
or (352) 392-1575
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**STUDENTS WITH
DISABILITIES:**
Students requesting
classroom
accommodation must
first register with the
Disability Resource
Center (Reid Hall,
phone (352)392-8565,
<http://www.dso.ufl.edu/drc/>
The DRC will provide
documentation to the
student, who must in
turn submit it to the
instructor upon
requesting
accommodation.
Course materials are
available in alternative
format upon request.
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website, and depending on assignment specifications, students will upload their work to Canvas, our Content Management System (CMS), or both.

Three major projects will be completed, one which will be collaborative. Each project will be detailed on a project sheet uploaded to our class website and distributed at the time of assignment. During the course of each project, there will be lectures, demonstrations, in-class work time, and discussions or informal critique (as a class, in small groups, and individually). At the conclusion of each project there will be a formal critique to discuss the work. During most class periods, students will complete exercises to challenge technical and conceptual skills. Additionally, there will be a midterm quiz on basic HTML and CSS concepts. The intent is to ensure retention of the technical skills that will make your projects easier to make, and thus make it possible for you to create more interesting work.

EVALUATION AND GRADING CRITERIA

All assignments submitted on time are graded with a rubric based on the objectives of the assignment. All work is due **before class** on the due date, unless specifically stipulated otherwise. Grades are recorded on Canvas.

Late work will be lowered by one letter grade for each day it is late. All Projects must be completed in order to pass the course. Students who miss class must obtain information from peers.

Breakdown of grades:

- Exercises + Homework = 25%
- Class Participation = 20%
- Midterm Quiz = 10%
- Projects = 45%

Participation is based on how proactively you participate in the community, including providing feedback, exchanging resources and helping colleagues debug code, participating in group discussions, critiques, and individual meetings.

GRADING SCALE

A.....94-100

Exceptional work; all criteria of assignment have been surpassed in a distinguished manner and solutions to problems presented exhibit a depth of understanding. In addition, student is engaged in exceptional studio practice, which includes active research, looking up artists recommended, asking relevant questions about other artists' works or ideas, and being thoroughly engaged in course content.

A.....90-93

Well-presented, superior work: all criteria of assignment were surpassed in a distinguished manner (including exceptional studio practice highlighted above). Minimal improvements could be made to the Project overall.

B+.....87-89

Very good work: all criteria of assignment were surpassed, minor changes could be considered and executed to bring piece together. Studio practice was exceptional.

B.....84-86

Very good work: above average solutions and clear potential. Most criteria of

**REQUIRED
TEXTBOOK:**

All readings will be provided as pdfs or links on our class website.

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**RECOMMENDED
MATERIALS +
SUPPLIES:**

- Laptop
- Fastest home internet connection you can afford
- Brackets.io (opensource code editor), Dreamweaver, lynda.com account, codeacademy.com account, w3schools.com, rhizome.org (all provided / can be accessed in FAC306, but recommended to have on your laptop so you can work at home).
- Sketchbook for taking notes, sketching ideas, etc.
- Other recommended readings and websites can be accessed through our class website.

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**CRITIQUE
GUIDELINES:**

- Arrive prepared with completed work.
- Be prepared to discuss your own and classmates' work.
- Be respectful: give feedback, not advice.

assignment were surpassed with some improvements to be made. Execution was well done. Studio practice during the Project was commendable.

B-.....80-83

Good work: most criteria of assignment were met. Work showed promise with a few significant improvements to be made. Studio practice was adequate.

C+.....77-79

Slightly above average work: most of the criteria of the assignment were met. The work is not yet a unified whole or cohesive statement, yet effort was made. Studio practice was adequate, but could be more reflective and thoughtful.

C.....74-76

Average work: the assignment directions were followed and the requirements were met in a relatively routine way. Slippage in levels of craft, originality and presentation. Studio practice was adequate, but could be more reflective and thoughtful.

C-.....70-73

Slightly below average work: the assignment directions were followed and the requirements were minimally met, but there is much room for developing assignment's concepts further. The level of craft and breadth and depth of idea development needs improvement. There is some evidence of studio practice, but the quality and quantity is lacking.

D+.....67-69

Below average work: an attempt to solve the problem was made, but there is much room for improving skills and developing concepts further. The criteria of the assignment are barely met. Basic craftsmanship skills have been neglected and there is a lack of breadth and depth of idea development. There is minimal evidence of studio practice, but the quality and quantity are lacking.

D.....64-66

Inadequate, below average work: the requirements of the assignment are not addressed. The execution of the work is careless and represents an incomplete effort. Work is substandard. There is little or no evidence of studio practice.

D-.....60-63

Unacceptable work and effort: the requirements of the assignment are not addressed. The execution of the work is careless and represents an incomplete effort. Work is substandard. There is little or no evidence of studio practice.

E.....below 60

Unacceptable work and effort: the work submitted is inadequate; the requirements of the problem are not addressed. The piece represents careless and/ or incomplete effort. No evidence of studio practice. Work is substandard. Or, assignment was not submitted.

***Please note that a C- or below is not an acceptable grade for any course in which a 2.0 GPA (or C) is required, i.e., any course in the major.**

- No side conversations, texting, or additional screens during critiques.
- Attending critique is one of the most important aspects of class. If you arrive to critique late or miss a critique, you will not be able to show your work, your Project will be lowered by one grade, and participation points will be deducted from your grade.

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COURSE EVALUATION:

Students are encouraged to provide feedback on the quality of instruction in this course. Evaluations are conducted online: <https://evaluations.ufl.edu/evals/>. Students are informed when online evaluations are open. Summary results of these assessments are available at the same website. Instructors receive results only, after grades are finalized.

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HEALTH & SAFETY GUIDELINES:

The SA+AH Health and Safety Policy handbook provides policy and training information for health and safety in the art studios. Students must

ATTENDANCE POLICY

Registered students who do not attend at least one of the first two class meetings for the course, and who have not contacted the department to indicate their intent, may be dropped from the course.

Participation in class is necessary to achieve the course objectives. Students are expected to arrive to class on time and be prepared to participate. Please mute cell phone prior to class. Attendance is taken at the beginning of class. You are considered tardy if you arrive after roll is taken. Three late arrivals or early self-dismissals will count as one absence. An absence does not constitute an extension of an assignment.

Attendance is mandatory. Your final grade will drop a full letter after three absences. Following that, each absence will drop your grade by another letter. Six absences will result in failing the course. Please look at your calendar at the beginning of the semester to see if you have any commitments (for example, religious holidays) that conflict with classes, due dates, or critiques. If you do have a conflict, contact Annemarie Furlong apoyofurlong@ufl.edu in advance.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

CELL PHONES / ELECTRONICS USE

Please mute cell phones while in class. We will be working in a shared space, thus listen to music only through headphones and although you undoubtedly have an amazing voice, please do not sing aloud. Spend your time engaged in class work, not texting or browsing social media.

DRUG-FREE SCHOOL + WORKPLACE / CLEAN INDOOR AIR ACT

The SA+AH is committed to upholding the policies set forth by UF with regards to drug and alcohol use and smoking in educational facilities. Possession or use of drugs or alcoholic beverages is not allowed in the classroom or outdoor areas. In addition, The Florida Clean Indoor Air Act of 1992 prohibits smoking in educational facilities. Violation of University policies and applicable laws is grounds for disciplinary action up to and including expulsion and does not preclude the possibility of criminal charges.

ACADEMIC HONESTY POLICY

In completing the registration form at UF, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University." The Honor Code <https://sccr.dso.ufl.edu/students/student-conduct-code/> specifies dishonest behaviors and possible sanctions.

DISRUPTIVE BEHAVIOR

Faculty, students, administrative and professional staff members, and other employees [hereinafter referred to as "member(s)" of the University], who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate

follow the policies in the handbook, receive proper training, and sign the signature page, no later than the third class meeting.

Please make yourself familiar with the SA+AH Health and Safety Program at: <http://saahhealthandsafety.weebly.com/>

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disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior.