## ART 4612C
## Digital Media Workshop

## Syllabus

Fall 2019
3 credit hours

Course location: Fine Arts Building C, Room 0306
Course meeting times: Tuesday and Thursday 8:30AM-11:30AM

Instructor: Daniel Jolliffe
Office: FAC #304B
Office hours: Tuesday/Thursday 1:45–2:45PM or by appointment
Email: danieljolliffe@ufl.edu
Email is preferred; expect a response within 24 hours.

### Calendar description
Bridges the study of digital media and broadly envisioned professional practices in the field. Emphasis on portfolio and project development for transition to advanced study or professional, expressive or applied practices in integrated media. Prerequisites: ART 2620C and DIG 4527C.

### Detailed description
This is a studio-based course that focuses on the development of individual and collaborative creative projects, with an eye towards portfolio development. While the work you will do in this class has a few restrictions, it is largely open-ended and allows for a large degree of creative freedom. No single area of media art practice is at the center of this course: rather, you will be encouraged to experiment with and blend different media to expand your current abilities and to create new original works.

It is assumed that you have developed strong skills in new media practice in previous courses. In DMW, we will take those skills and refine them in individual projects, adding new skills where applicable. Given its studio format, a large portion of this class involves project conceptualization, development and execution. Accordingly, significant discipline in your working method is expected. Creative risk-taking (of the safe variety), experimentation and diligent effort will be highly valued in this class.

**Schedule**
The work in this a class will revolve around five thematic sections:
- C*ollaboration*. In weeks one to three of the class you will be exposed to examples of artistic collaboration and create a collaborative work.
- *Kluge.* Weeks four to six of the course explore the artistic value of building prototypes, kluges and jerry-rigged artworks using technology. This is a chance to create something new without the expectation of perfection. Instead, the focus will be on what artistic value can be wrought from experimenting and prototyping your ideas in art and technology quickly, while overcoming the inbuilt technological desire for perfection in form.
- T*he experimental image*. In weeks seven to ten, you will create a short new work based on a form of digital imaging. This could be a camera-based work, a piece created generatively in code, an analog video process or digitally animated. We will explore the RED camera and two will be available for production.
- *Final project*: weeks 11-15 are reserved for your final project. This will be a substantial new work that harnesses your existing skills along with some of the skills you have acquired in the class.
- *Document*: During Week 16, you will present a short professional video document of one of the works you created in the class.

In each section, we will begin by examining and discussing the work of many contemporary media artists, and then progress quickly towards studio practice. Each section concludes with a final project and critique.

**Outcomes**
This is a directed studio course that provides you with significant freedom in the area(s) of practice you want to explore and develop.  You will:
- gain skills in conceptualizing, directing and executing your projects;
- expand upon your ability to collaborate with others;
- learn to experiment and prototype your ideas in digital media art;
- develop works suitable for your portfolio, and
- learn to present one of your works in in a video document at a professional level.

**Methods**
This course explores the above topics through:
- extensive exposure to contemporary works in media art;
- intensive studio-based practice;
- selected workshops on technical topics;
- selected readings that may be assigned at my discretion;
- in-progress presentations and discussions of your work, and
- final critiques of your work.

**Evaluation criteria**

Adherence to assignment guidelines is the baseline criteria. Meeting the assignment guidelines and requirements will lead to a C+ grade. Meeting the following criteria will lead to higher grades:
- Quality of execution: is the work carefully and well-crafted?
- Effort: did you make a substantial and sincere effort?
- Artistic originality of work: essentially, did you make something new and original? It does not have to be a masterpiece, but it does have to be a unique work that reflects your process.
- Verbal presentation of work during critiques, if applicable: did you clearly and effectively articulate your work and concept?

Participation will be graded holistically based on:
- you contribution to class discussions and critiques,
- the work ethic and discipline you apply to your studio practice, and
- your overall effort and approach to the class.

**Grading scale**
Assignments will be graded in Canvas and given a numerical value as follows.

- A   100–94: superior work that meets the assignment guidelines and surpasses all evaluation criteria in an exceptional manner

- A-  93–90: superior work that meets assignment guidelines and surpasses all evaluation criteria

- B+  87–89: very good work that meets assignment guidelines and surpasses most evaluation criteria

- B   83–86: above average work that meets assignment guidelines and surpasses a few evaluation criteria

- B-  80–82: slightly above average work that meets assignment guidelines and has evidence of meeting one of the evaluation criteria

- C+  77–79: adequate, average work that meets assignment guidelines but not additional criteria

- C   73–76, adequate but below average work that does not completely meet assignment guidelines

- C-  70–72, less than adequate work that meets some assignment guidelines

- D+  67–69: barely meets assignment guidelines

- D   63–66 fails to meet assignment guidelines

- D-  60–62 fails to meet assignment guidelines

- E   0–59: entirely fails to meet assignment guidelines

Your final grade for the course will be the letter equivalent of your calculated numerical grade for all projects and participation.

A grade of C- or below will not count toward major requirements. For more information on UF policies on grade points, see http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

**Distribution of grades:**
- Three projects: 45% of final grade
- Final project: 35% of final grade
- Video document: 10% of final grade
- Participation: 10% of final grade

**Attendance**
Regular attendance is a basic expectation of university education. You are expected to attend all classes.  While it is not recommended, you may miss up to three classes without penalty. The fourth and fifth absences will cause a one letter grade drop for each absence in your final grade. Upon the fifth absence, a failing grade for the entire class will be assigned. See also the university regulations for attendance: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences

Instruction will not be repeated for classes that you miss. If you miss a class, check with a classmate and on the syllabus page to see what material you missed. You do not need to email me to let me know you are missing a class, unless it is an exceptional circumstance and you expect to miss many classes (e.g. extended illness, death in the family etc.).

**Lateness**
Do not be late for class. Repeated lateness will reduce your participation grade.

**Late submission of work**
All assignments are expected to be submitted on time. In the case of an exceptional circumstances (illness, death in the family etc.) please contact see me regarding for an extension of the due date. In other cases, accepting late assignments is at my discretion and this will incur a grade drop, also at my discretion.

**Accommodations for students with disabilities:**
I am happy to provide accommodations for students with documented disabilities. You must first register with the Disability Resource Center (see https://disability.ufl.edu/ ). The DRC will provide documentation to you, and you bring this documentation to me so that we can work out the appropriate accommodation.

**Required textbooks**
There are no required texts; any readings will be provided in digital form.

**Materials**
External drive: you need a place to store your files. Video files in particular can be very large. The most

reliable way to store and transport files is likely a portable Sold State Drive (SSD). Two recommended models are
- SanDisk 250GB *or* 500GB Extreme Portable External SSD
- **Samsung Portable SSD T5** (500GB)

Be sure that whatever drive you acquire or use has a USB 3.0 or 3.1 port. Older USB 2.0 drives are not adequate. Do not buy a "flash" or "thumb" drive for use in the class as the file access time is not fast enough for use in video editing.

Other materials: you should expect to spend money on materials to execute your projects. How much you spend is up to you.

## File backup
It is a fact of digital media practice that computers crash, files are lost and computers and hard drives are sometimes stolen! Backup your files carefully. If you lose your hard drive or files for some reason, it will cause you a lot stress and additional work. One way to do this is to keep a copy of your current project at home, on a separate drive or computer.

## Software
All of the software we will use will be provided on lab computers. If you wish to work at home rather than in the labs, it is your responsibility to acquire and install the software. For some software this would require its purchase (e.g. video editing) while for others (e.g. Audacity sound editing) free downloads are available. Whatever the case, the university only supports the software in the labs and not any software on your own computer.

## Originality
Unless otherwise stated, all video, sound, code and images included in your submitted work must have been produced by you. While using Creative Commons material or images and video in the Public Domain is a possibility, do not use it in your work without speaking to me first.

## Academic honesty
You are required to abide by the Student Honor Code. Any violation of the academic integrity expected of you (e.g. cheating, plagiarism) will result in a minimum academic sanction of a failing grade on the assignment, and may include a reduced participation grade and redoing the assignment for no credit. Second offences will result in an automatic failing grade for the class. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

For clarity, plagiarism is the direct copying or paraphrasing of someone else's work without attribution. A minimal amount of material written by others may be included in your written assignments with proper attribution, but bear in mind that professors are looking for originality in thought and writing rather than a demonstration of your ability to cut and paste. Including material written by others or paraphrased from someone else's work is generally used to illustrate a point you want to make, and the

other person's work will generally will not earn you any credit: it is there to support *your* ideas, which is what earns you credit. That said, to include material by others:

- Cite direct quotes clearly: "Fogo Island is the largest of the offshore islands of Newfoundland and Labrador, Canada. It lies off the northeast coast of Newfoundland, northwest of Musgrave Harbour across Hamilton Sound, just east of the Change Islands."[1]
- When paraphrasing (rewriting material in your own words), the source must also be clearly cited: *Fogo island is an island off the coast of Newfoundland, near Musgrave harbour and the Change islands*.[1]

## Email and communications

All email correspondence will be through your UFL gatorlink email address. You are responsible to check your email on a daily basis. No excuses for not having read email will be accepted. It is recommended that you do not forward your UFL email to other services. Other services will sometimes mark UFL email as junk/spam, resulting in you not receiving it. This is not a valid excuse. I commit to responding to your email within 24 hours during the week, and within 48 hours on the weekend.

## Cellphones

Cell phones do not, in general contribute positively to the learning environment. They must be silenced during class. Repeated use of a cell phone in class will lead to a reduction in the participation grade.

## Evaluations

Students are requested to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester.

## Disruptive behavior

Be advised that you can and will be dismissed from class for disruptive behavior. More detailed information on this can be found in the UF rules and policies.

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[1]https://en.wikipedia.org/wiki/Fogo_Island_(Newfoundland_and_Labrador)

# Other Policies and Information

## Computer Use and Acceptable Use policy
All faculty staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. See https://it.ufl.edu/policies/acceptable-use/acceptable-use-policy/

## Wellness
Contact information for the Counseling and Wellness Center: https://counseling.ufl.edu/, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## Health and safety
Creative works that endanger your own safety or that of others are not acceptable.

For general health and safety rules, see the handbook at https://arts.ufl.edu/academics/art-and-art-history/health-safety/

You must complete a H&S STUDENT WAIVER FORM (available next to the copier in the SAAH office) and on-line (see address above). Waivers must be turned into the SAAH Director of Operations before the end of the 2nd week of classes. Please staple the course sheets together.

## Digital media safety guidelines
1. Hazards of Materials: Batteries, old monitors, lamps from digital projectors if broken may release mercury. **There are no known health hazards from exposure to intact lamps**.
2. The department's digital media technician is certified by the University of Florida to handle hazardous waste.
3. For installations, sets or sculptural elements, please cross- reference with other area specific information as needed
4. Area Rules
   ○ Follow all SA+AH Health and Safety handbook guidelines.
   ○ Alcohol is not permitted, even in closed containers.
   ○ No smoking in the building or within 50 feet of the entry.
   ○ Do not eat or drink in the lab.
   ○ Wear shoes at all times.
   ○ Protective equipment must be worn for hazardous work.
   ○ Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
   ○ Do not store anything on the floor. This impedes cleaning and creates a hazard.
   ○ Do not park bikes in the building.
   ○ Clean up spills immediately.
   ○ Take items which do not fit into the trash to the dumpster, following dumpster guidelines.

**SA+AH container policy:**

There are 2 types of labels used in the SA+AH: yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.

- **White:** All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc.) must be labeled within the SA+AH area to identify their contents. Labels can be found at the MSDS box in each studio and work area.
- **Yellow: <u>designates container as waste</u>**. All waste containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up. Waste enclosed in Flammable solid containers (red flip top), 5-gallon jugs and fibrous containers must have a yellow hazardous waste label on the outside (top). Each item in the blue bin must have a yellow hazardous waste label.All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened.
- Unmarked containers will be disposed of without notice.