

ART4639/ART6671 Spring 2015

Travel is the only context in which some people ever look around. If we spent half the energy looking at our own neighborhoods, we'd probably learn twice as much.

—Lucy R. Lippard (On the Beaten Track: Tourism, Art, and Place)

"We are living in a world today where lemonade is made from artificial flavors and furniture polish is made from real lemons." —Alfred E. Newman

TOPICS

wayfinding, GPS, GIS, Google Earth, mapping, topography, measurement, mobile technologies, cross-disciplinary collaboration, locative media, psychogeography, Situationists, derive, sustainability, place, olfactory technologies, bio-aesthetics, activism, the senses, performance, flavor, scent, molecular gastronomy

COURSE DESCRIPTION

This three credit hour class is a special topics class that explores new forms of new media production. The class changes on a yearly basis to reflect emergent forms in new media. Students will work individually and/or in groups to facilitate experimental new works, often working in interdisciplinary teams. They will also discuss and demonstrate their own ongoing research and creative projects. Emphasis will be on the creative and expressive use of emergent media content in contemporary art. This semester's topics are, locative art and food technology.

locative art

Locative media is an emerging art form where artists understand public space by mapping it using technologies such as GPS, GIS, and other digital forms. In this section of the class we will make work that is informed by mapping technologies. Performance art from the 60's and 70's, the Situationists, and contemporary artists using wayfinding technologies will provide a historical context for our work. The class will focus on our relationships and the resulting delineations of how we organize our physical environments.

food and technology

What we eat, how what we eat is packaged, our experience of what we eat and the systems of food production are intertwined with technology. Many contemporary artists are examining food as part of the content of their work. We will explore the intersection between food, technology, and art practice. As a class we will learn about local food systems, the chemistry of smell and taste, and relation between nutrition and bodies and after viewing these topics through the lens of contemporary art experiment with food as a point of departure for art making and inspiration.

This is a course that emphasizes the integration of aesthetic and technical issues related to new media. Students will be evaluated in these areas and are expected to acquire proficiency to create and produce projects that reflect the content of the technologies

and concepts covered in class.

COURSE OBJECTIVES

Students will demonstrate understanding of the following principles and techniques through studio and research assignments:

Explore recent advances and current trends in art + technology and experimental media research
Learn techniques of working with non-traditional ideas & materials
Invent new media and approaches
Combine traditional media in new ways

Apply world views, work styles, information bases, and problem solving processes of disciplines outside of the arts to art making
Integrate tools and concepts from science & technology into art making
Problem solve using systems and methodologies from other disciplines
Demonstrate awareness of the social impact of technological developments in areas such as work, commerce, communication, entertainment, and education and their potential relevance to the art

COURSE STRUCTURE

WEEKS 1-5 Locative Media--Mapping and Contemporary Art, Psychogeography, Situationists, and Derives, Digital and Analog Methods in Mapping, Local-ness and Tourism, Metaphoric and Thematic Mapping

WEEKS 11-16 Food and Technology--Chemistry and Art of Smell and Taste, Role of Scent and Taste in Contemporary Art, Food as Art Media, Relational Aesthetics, Food Systems, Bio-art Note:

Many of these topics are interconnected so the temporal deliniations are somewhat artificial.

GENERAL CLASS INFORMATION

This class meets Mondays and Wednesdays from 8:30-11:30 in FAC306 Lab. Depending on the materials we are working with, we also may meet in FAC302.

instructor: Katerie Gladdys

office: FAC301 office hours: Mondays 3-6 or by appointment

email: kgladdys@ufl.edu

READINGS AND MATERIALS

Books and Articles

Readings may include articles and include selections from the following as well as online resources.

Jonathan Stilgoe, *Outside Lies Magic*

Lucy Lippard, *Lure of the Local*

Michel DeCerteau's "Walking in the City" from *Practice of Everyday Life*

Rebecca Solnit, *Wanderlust: A History of Walking*

Jim Drobnick ed., *Smell Culture Reader*

Caroline Jones, *Sensorium: Embodied Experience, Technology and Contemporary Art*

Counihan, C. and P. van Esterik (Eds.), *Food and Culture: A Reader*

Proust, Marcel "Another Memory"

Hardware and Supplies

Your cell phone 1 GB Flash Drive (Mac Compatible) for storage of materials spindle of DVD/CDs to turn in assignments Software: audacity or some other audio editing program, google earth, sketch up, maybe arduino (All or free or will be provided.) iPods, portable CD players.digital camera, video recording device, microphone. headphones, and other pieces of appartus as needed for specific projects an open mind

Access to Software

Google Earth, Sketch up, Arduino (All or free or will be provided.) and what you need to make art

Access to Equipment

not required, but good to have: digital camera, camcorder, computer (If you have a a laptop, please bring to class.)

ATTENDANCE + PARTICIPATION+ KEEPING UP

This class is very experiential and experimental in nature. We will do a lot of in class activities for which you will get credit. Many of these activities cannot be "made up" outside of class. You will miss out a great deal if you do not come. Full participation by showing completed work during all scheduled critiques is required along with active participation through shared ideas and commentary. You are required to work/participate for the entire duration of the scheduled class period. Students are expected to attend all classes. **Unexcused absences will be cause for a lowered grade. Your fourth absence result in ONE grade drop.** Absences will be counted from the first class meeting onward. Appropriate documentation from the student health service should be obtained for medical excuses. In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competitions or debates. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other sound reasons may be offered and considered on an individual basis.

If an absence occurs it is the student's responsibility to make up all work. Students should check with the instructor or another student outside of class time when they miss a class (prior to missing the class if possible), as in- and out-of-class exercises are spontaneously assigned. Students should bring a doctor's note for any class from which they expect to be excused. Please address any concerns, problem and questions regarding this class to the instructor as they arise.

Tardiness: Arrival to class fifteen minutes after start of class will be noted and three such incidences will count as one absence. Leaving early from class will also be considered as tardiness, and will be counted as such.

Students are responsible for satisfying all academic objectives as defined by the

instructor. Students who do not attend at least one of the first two class meetings of a course or laboratory in which they are registered, and who have not contacted the department to indicate their intent, may be dropped from the course. The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors may prohibit further attendance and subsequently assign a failing grade for excessive absences.

LATE WORK

All projects, reading responses, and research projects must be completed on time for full credit. Specific due dates are stated on each project sheet and are announced in class. Failure to complete any project on time will result in a drop of one full letter grade, and failure to complete any other assignment, such as response papers, in-class exercises, or other class work, on time will result in a drop of letter grade for each day it is late. If the time line states that a project is due at the beginning of class, turning it in at the end or after class is considered late. You must have work finished and installed before the start of class on critique days or your work will not be critiqued and your project grade will be lowered. It is the student's responsibility to turn in all work on time. Full participation by showing completed work during all critiques is required along with active participation through shared ideas and commentary.

CELL PHONES

Students in the School of Art and Art History will not be permitted to have cell phones turned on in class. If it beeps, chimes, rings or makes any type of noise.

UNIVERSITY POLICY FOR RELIGIOUS HOLIDAYS

The Board of Regents and state law govern university policy regarding observance of religious holidays: Students, upon prior notification of their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Furthermore, a student who is to be excused from class for a religious holy day is not required to provide a second party certification of the reasons for the absence.

UNIVERSITY ILLNESS POLICY

Students who are absent from classes or examinations because of illness should contact their professors. If you're unable to attend class due to illness, please email the teacher prior to class meeting time. Please state your name, class, as well as the reason you will not be attending class that day.

ON-LINE STUDENT EVALUATIONS: Students are expected 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 final two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

physical demands of this class

This class requires a certain amount of mobility. Please let me know beforehand on an individual basis if you are not physically able to do or complete an assignment. Caveat: I

nor the University of Florida responsible for risky behavior that you choose to do in the name of exploration. If we do a group activity that requires me to have you sign a release form that is one thing, but what you do to personally complete an assignment is your risk and responsibility.

EVALUATION AND GRADING

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report and meet with me individually at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.

Students will be evaluated through exercises, participation, research, presentations, and technical proficiency with the various software applications, their aesthetic application, and problem solving.

The final grade is a cumulative grade based on how well you accomplished course objectives and requirements. Your final grade will be determined as follows:

60% 2 projects related to each unit or section--Projects 1 and 2 are worth 30%

Project 1--Mapping

Project 2-- Food and Technology

40% class participation (attendance, participation in class discussions, reading responses, asking/answering questions, teamwork, coming to class with all materials, general preparation, and proper classroom etiquette), in-class experiments, assignments, homework, quizzes, and exercises.

expectations for class participation

Participation by all members is critical to the success of this class. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. Participation is evaluated with respect to both quality and quantity.

What constitutes participation?

contribution to class discussions

asking relevant questions

thoughtful responses

consideration for classmates attendance

positive attitude and open mind

Grade Explanation:

A 100–94: superior work, all criteria have been surpassed in a distinguished manner

A- 93–90: superior work, all criteria have been surpassed

B+ 87-89: very good work, all criteria have been surpassed

B 83-86: above average work

B- 80-82: slightly above average work

C+ 77-79: adequate, average work

C 73-76, adequate work

C- 70-72, less than adequate work

D+ 67-69: barely meeting criteria

D 63-66 barely meeting criteria

D- 60-62 barely meeting criteria

E 59–0: failure to meet criteria

Work that is late will be graded one letter grade down for each day after the deadline of the assignment.

Grade Explanation: A (4.0) A- (3.67) B+ (3.33) B (3.0) B- (2.67) C+ (2.33) C (2.0) C- (1.67) D+ (1.67) D (1.0) D- (0.67) E (0) WF (0) I (0) NG (0) S-U (0)

A 4.0 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 the course content.

A- 3.67 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+ 3.33 Very good work: all criteria of assignment were surpassed, minor changes could be considered and executed to bring piece together and studio practice was exceptional.

B 3.0 Very good work: above average solutions and clear potential. Most criteria of assignment were surpassed with some improvements to be made. Execution was well done. Studio practice during the project was commendable.

B- 2.67 Good work: most criteria of assignment were met. Work showed promise with a few significant improvements to be made. Studio practice was adequate.

C+ 2.33 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 2.0 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- 2.67 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 to

be improved. There is some evidence of studio practice, but the quality and quantity is lacking.

D+ 1.33 Below average work: an attempt to solve the problem was made, but there is much room for improving skills and developing your 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 is lacking.

D 1.0 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 lit or no evidence of studio practice.

D- .67 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 no evidence of studio practice.

E 0 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.

For more information:

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

RESPECT

Respect I want this class to be fun and meaningful with everybody feeling comfortable to contribute to the dialogue. This is how we learn. Effective learning/teaching is a creative and co-constructed experience with give and take between teacher and student and between student and student. Key to facilitating an environment for learning is respect. Disruptive and disrespectful behavior make for stressful atmosphere which is not conducive to learning.

Please observe the following class policies.

Be professional; be on time. Walking in late or not being prepared is disruptive to others. You are expected to stay for the entire class.

Cell phones need and pagers to be turned off before class starts. In group projects, you are expected to do your share of the work and communicate effectively with others in your group i.e., giving correct contact information to the rest of the group, responding to emails and phone calls regarding the group project, attending meetings to work out assignments and schedules. Address your fellow students and me respectfully both in person and in e-mail. Pay attention during class, no surfing that is not relevant to the topic at hand, texting, reading newspapers, doing work for other classes. Listening to other students and myself while they are talking and not carrying on conversations or interrupting while others have the floor. Students will conduct themselves with personal integrity and honesty. See UF policies below. Common courtesy--treat others as you would like to be treated.

WHAT YOU CAN EXPECT FROM ME

- End class on time or within five minutes of scheduled ending time
- Answer students' email with in 24 hours or less (usually less) unless I am out of the

country or in a place where there is not email return assignments in a timely manner be available during my office hours. If I am not in town, I will let you know in advance if I am not able to attend office hours.

- Listen to student concerns and questions.
- Explain and answer questions regarding the topics of the class try and answer students' questions either with a solution or a reference to a relevant resource
- Abide by the grading scale above and not change dates for turning in assignments unless the class as a whole has agreed upon the change.
- Inform students of their progress in the class around mid semester.

GENERAL UNIVERSITY POLICIES AND SERVICES

UF STUDENT GUIDE

GENERAL UNIVERSITY POLICIES AND SERVICES: <http://www.dso.ufl.edu/>

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office — <http://www.dso.ufl.edu/drc/>

UNIVERSITY COUNSELING SERVICES:

352-392-1575 <http://www.counsel.ufl.edu/>

Resources are available on campus for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. The Counseling Center provides counseling and consultation services to currently enrolled undergraduate and graduate students and their spouses/partners. The Center offers brief counseling and therapy to help students confront personal, academic, and career concerns. The primary goal of counseling is to help students develop the personal awareness and skills necessary to overcome problems and to grow and develop in ways that will allow them to take advantage of the educational opportunities at the university. Counseling Center Web site: <http://www.counsel.ufl.edu>.

University Counseling Center, 301 Peabody Hall, 392-1575, personal counseling.

Student Mental Health, Student Health Care Center, 392-1171, personal counseling.

Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161, sexual assault counseling.

Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling

STUDENT HEALTHCARE CENTER: <http://shcc.ufl.edu/> For medical emergencies call 911. 352-392-1161 for urgent after-hours care. 352-392-1171 for after-hours mental health assistance.

SAFETY AND SECURITY:

In an emergency call 911. University Police Department — <http://police.ufl.edu/> 352-392-1111. ARCH Lab is designated as UF building 3451 Norman Lab is designated as UF building

****Please enter this important info into your phone!**

STUDENT NIGHTTIME AUXILIARY PATROL (SNAP): SNAP provides nightly escorts anywhere on campus to persons on request. The service is staffed by students, equipped and supervised by the university police department. Escorts are routed on foot and driven trips. A person requesting an escort may contact SNAP via telephone at 392-SNAP (92-7627). The requester provides their first name, location of pick-up and destination to the dispatcher who determines the best method of meeting the requester's need. A walking or driving escort is dispatched, to their location.

SA+AH HEALTH AND SAFETY POLICIES**HAZARDOUS WASTE SATELLITE ACCUMULATION:**

Please make yourself familiar with the SAAH Health and Safety Program at: <http://www.arts.ufl.edu/art/healthandsafety> during the first week of class. Refer especially to the H&S Rules by Area sections pertaining to Art + Technology. Each student will be asked to complete a H&S student waiver form (which will be given to you and signed during studio).

DRUG-FREE SCHOOL & WORKPLACE & CLEAN INDOOR AIR ACT: The School of Art and Art History is committed to upholding the policies set forth by the University of Florida in regards to drug and alcohol use and smoking in educational facilities. Possession and use of drugs or alcoholic beverages is not allowed in the classroom or outdoor areas. In addition, The Florida Clean Indoor Air Act of 199 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.

GUIDELINES FOR USE OF CAMPUS FACILITIES AND GROUNDS

SHARED SPACES: Please leave the FAC302 and shared space clean. Regardless of the condition you find it in, we request that you leave it clean for the next person. When you are done installing, please take down your work and remove your materials. This is a shared space and we all need to work together to keep it a clean and productive environment.

POLICIES REGARDING BEHAVIOR IN LECTURES, CLASSROOMS, STUDIOS & OTHER

INSTRUCTIONAL SPACES: Please make every effort to maintain the facilities and grounds of the WARPhaus, the School of Art and Art History, the College of Fine Arts and The University of Florida.

Specifically we ask that you follow these guidelines:

- Do not mark, paint on or deface any interior or exterior of the school or college facilities. Take care to always use protective tarps, drop cloths or masking material when working with paint media similar materials to protect the floors in public

spaces such as hallways and classrooms. That applies also to the sidewalks walls, and grounds.

- If a special project requires temporary modification to a wall surface or to the grounds you must obtain specific permission from your instructor prior to undertaking the project. The site must be returned to its original condition immediately following the project unless prior written permission has been obtained from the School of Art and Art History.
- No Art project may interfere with or impede access to, classrooms, hallways or other public spaces. All site-specific art projects must be installed and engineered with the safety of the general public in mind.
- Grades will not be issued for the project, or the class, until the project has been completely removed, and the site has been restored to its original condition. Failure to comply with these rules will result in disciplinary action, withholding of grades, the possible lowering of a grade, or failure of the course.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Student Conduct Code: Violations, Penalties and Procedures for Adjudication

<http://www.aa.ufl.edu/aa/Rules/4016.htm>

GUIDELINES FOR WORK IN THE SURROUNDING COMMUNITY

Proper care should be taken in order to assure all property in the surrounding area is respected and well maintained, and projects should be executed with public health and safety in mind. Vandalism of kind will not be tolerated. As on campus, students doing site-specific work off-campus will be legally and financially accountable for any illegal or destructive actions. In addition, projects involving the greater community should be carefully considered and faculty must be consulted throughout. All public projects must be cleared by faculty and permission granted. Remember, that the School of Art and Art History at The University of Florida retains the power to require a more appropriate solution to any project that may violate any of the guidelines outlined above.

Please do not litter or leave materials out in the area. Respect property, surrounding businesses and the rights of individuals in the community. Failure to comply with these rules will result in disciplinary action, withholding of grades, the possible lowering of a grade, or failure of the course.

GUIDELINES FOR CONDUCT

Student Conduct Code; Violations, Penalties and Procedures for Adjudication.

<http://www.aa.ufl.edu/aa/Rules/4016.htm>

UF PHILOSOPHY: The University of Florida is an institution that 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.

ACADEMIC HONESTY; As a result of completing the registration form at the University of Florida, every student has signed the following statement: " I understand that the University of Florida expects i 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 to and including expulsion from the University. Detailed Academic Honesty Guidelines may be found at <http://www.aa.ufl.edu/aa/Rules/4017.htm>

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 imp interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate 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. A detailed li of disruptive conduct may be found at <http://www.aa.ufl.edu/aa/Rules/1008.htm> Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

Critical Dates on the University Calendar

<http://www.reg.ufl.edu/dates-critical.html>

It is your responsibility to check the class website in a regular basis. Generally, I announce any changes to the syllabus in class