San José State University Department of Art & Art History

ART/H 110: The History and Theory of New Media, Fall 2015

Harun Farocki, Immersion, 2009

Instructor: Dr. Dore Bowen, Associate Professor of Art History and Visual Culture
Office Location: Art Bldg. 123
Email: dore.bowen@sjtu.edu (best form of communication)
Telephone: (408) 924-4721
Class Days/Time: Tuesday/Thursday 10:30am-11:45am
Classroom: Art Bldg. 133
Office Hours Tuesday 1-3pm and by arrangement
Course Assistant: Allison Railo at Allison@railo.org

Course Format
This is a lecture course. The course will be managed on the Canvas learning environment. As this class involves lecture-related assignments that involve peer discussion attendance is mandatory.

Course Description
This upper-division undergraduate course provides an introduction to theoretical issues relating to the production and reception of new media art in the 20th and 21st centuries while focusing on approaches developed by the avant-garde in the United States and Europe. While thinking through the—at times alarming, at times hopeful—implications of new media this course also examines the complex relationships artists have developed with the technologies that now inform our life-world. The art movements addressed include Fluxus and instruction-based art, process art, performance and body art, video art, the Situationist International, installation, net.art, and bio art. Course readings and lectures cover influential media theorists and artists.

Course Learning Outcomes
On successful completion of this course students shall be able to:
CLO 1: identify and describe significant new media artworks and practices;
CLO 2: analyze, criticize, and respond to issues raised by new media;
CLO 3: write about particular artworks and practices within a historical context.
Required Texts/Readings

1) Required Textbook

2) Required Readings
The textbook is supplemented with required readings that are linked to the course schedule and/or posted on the canvas course website.

3) Canvas
This course is managed on Canvas. The greensheet, assignment instructions, updates, and the course dropbox for your papers are all on this course site.
- How to access: Go to [http://www.sjsu.edu/at/ec/canvas/](http://www.sjsu.edu/at/ec/canvas/) and use your SJSU ID and password to login.
- For problems and issues contact the Help Desk at 408-924-2377

Library Liaison
Rebecca Kohn, rebecca.kohn@sjsu.edu or (408) 808-2007.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in *University Policy S12-3* at [http://www.sjsu.edu/senate/docs/S12-3.pdf](http://www.sjsu.edu/senate/docs/S12-3.pdf).

1) Three Group Exercises (CLO 2): Students will be divided into groups. The exercises are described in class and in the schedule. There will be time allotted in class to prepare but students may need to make time outside of class as well. *You must be present in class to receive credit for these exercises.* These exercises are Pass/No Pass. **See schedule for dates.**
- In lieu of the exercises graduate students taking this course may present their work to the class. This is to be scheduled with the instructor and based on a week that relates to their artwork.

2) Remediation Paper Assignment (CLO 2, 3): An individual 5-page paper (not counting title page and notes) to be uploaded on Canvas and delivered in hard copy at the beginning of class on the day it is due. For this assignment you will compare two works of art—one by an artist listed in the class schedule (under “Artists”) and another from the San Jose Museum of Art—in relation to the essay “Remediation” by Jay David Bolter and Richard Grusin. The assignment is described in detail on Canvas. **See schedule for dates.**

3) Image/Term Final (CLO 1, 3): The image/term review will be based upon significant artists and concepts covered during the semester in lecture and reading. To prepare students should consult lecture notes, assigned readings, and participate in the final review. **See schedule for dates.**
Grading information

No late assignments are accepted except in the case of a medical emergency. In the case of a medical emergency students will need an original, signed and dated doctor’s note explaining the condition and declaring that you are unable to attend class and complete work. No make-up credit for late or incomplete assignments. Students must be present in class to receive credit for in-class assignments.

Assignment Weight

1) 3 Group Exercises (10% each, Pass/No Pass) 30%
2) Midterm Paper Assignment 30%
3) Final 40%

Grading Criteria

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<tbody>
<tr>
<td>(1) Responds appropriately to the assignment</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<tr>
<td>(2) Presents a clear topic and position</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<tr>
<td>(3) Exhibits good critical thinking</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<tr>
<td>(4) Uses a variety of appropriate college-level resources and cites sources</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<tr>
<td>(5) Provides adequate supporting arguments with evidence and examples</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(6) Focused and organized</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(7) Uses language that is appropriate for the discipline</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(8) Is free of errors in grammar, punctuation, spelling, and format</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(9) Displays originality and creativity</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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CLASSROOM PROTOCOL

Cell Phones
Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the class will be asked to leave the room and possibly reported to the Judicial Affairs Officer of the University.

Computer Use
The first half of class there will be no use of electronic devices allowed in the classroom. In the second half of the class students may use electronic devices only for class-related activities. Out of consideration for others, those students using such devices to take notes and follow the lecture are required to sit on the aisle seats of the classroom. Students who use electronic devices for other activities will, at a minimum, be asked to leave the class and, at a maximum, be referred to the Judicial Affairs Officer of the University for disrupting the course.
**Personal Responsibility**
- If you miss class for any reason you are responsible for acquiring the lecture notes from a fellow student.
- If you find material addressed in class offensive, you are responsible for leaving the classroom and for acquiring the lecture notes from a fellow student.
- You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawal, etc. above. No adds will be accepted after the deadline.
- Expectations about classroom behavior; see Academic Senate Policy S90-5 on Student Rights and Responsibilities.

**Plagiarism**
- Plagiarism is taken very seriously and will result in an F on the assignment and possibly the course. Canvas is equipped with plagiarism detection so do not try it! A definition of plagiarism can be found on Judicial Affairs website.
- If you would like to include material you have submitted, or plan to submit, for another class, please note that SJSU’s Academic Integrity policy S04-12 requires approval by instructors.
SJSU ART/H 110 Course Schedule Fall 2015

Note: All reading and assignments are due the day listed on schedule. Internet readings are hyperlinked with web address included. Schedule subject to change with fair notice.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics, Readings ART/H 110 Fall 2015</th>
<th>In-Class</th>
<th>Due</th>
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<tr>
<td>1. 8/20</td>
<td>Introduction</td>
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| 2. 8/25-27 | **The Manifesto**  
*F.T. Marinetti, “Futurist Manifesto” (1909)  
http://www.unknown.nu/futurism/manifesto.html  
*Luigi Russolo, “The Art of Noises” (1913)  
http://www.unknown.nu/futurism/noises.html  
*Dada and Surrealism, Key Texts http://pers-www.wlv.ac.uk/~fa1871/surrext.html  
*John Cage, “The Future of Music” [1937] (1968), http://www.medienkunstnetz.de/source-text/41/ | Thurs. 8/27 In-class Manifesto Assignment. Break into groups, write and perform a manifesto. Turn it in at the end of class with your group # and members included. |                                                                     |
| 3. 9/1-3 | **Instruction Art and Fluxus**  
*Rush, Introduction, pp. 7-35                                                                 | Thurs. 9/3 Groups Discuss Ex #1: Event Score. A one-page event score is due on 9/10 at the beginning of class. The title ought to indicate the event score it is responding to (e.g., “Homage to Brecht’s ‘Drip Music’”). |                                                                     |
| 4. 9/8-10 | **Media and the Machine**  
*Coco Fusco, “Regarding History” (2014), http://www.frieze.com/issue/article/regarding_history1/ | Thurs. 9/10 Ex. #1 Due. Bring in a printed one-page hard copy of your event score and upload a copy to Canvas under Ex #1. Include the number of your group in the file title (e.g., group1.ex1.doc). Include names of participating group members on your document. Exchange and perform event scores. |                                                                     |
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| **5.**  | **9/15-17** | **Performance-Video**  
*Rush, Ch. 1, pp. 36-81  
*Definition of Performance Art, [http://www.visual-arts-cork.com/performance-art.htm](http://www.visual-arts-cork.com/performance-art.htm) |
| **6.**  | **9/22-24** | **Performance-Video (cont.)**  
*Rush, Ch. 2, pp. 78-123  
**Thurs. 9/24 Groups**  
Discuss Ex #2: Endurance Video. Create a video no more than 2 minutes in length. You may use any device—video camera, cell phone, webcam, etc.—to capture a body undergoing physical/emotional endurance. Discuss interesting activities to examine, and relate to earlier video performance art seen in class. Be prepared to screen/explain your video.** |
| **7.**  | **9/29-10/1** | **Video Re-enactment**  
*Amelia Jones, “Presence in Absentia” (1997), [art.usf.edu/File_Uploads/Presence.pdf](http://art.usf.edu/File_Uploads/Presence.pdf)  
*On Marina Abramovic’s “Seven Easy Pieces” (2005), [http://pastexhibitions.guggenheim.org/abramovic/](http://pastexhibitions.guggenheim.org/abramovic/)  
**Thurs. 10/1 Ex #2**  
Due. Bring in video on usb and upload a link or copy Canvas under Ex #2 by the beginning of class. Project and explain project and issues in class.** |
| **8.**  | **10/6-8** | **Mapping the Spectacle**  
**Possible presentation on research methods.** |
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Activities</th>
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| 9.   | 10/13-15 | **Mediation and Remediation**  
| 10.  | 10/20-22 | **Installation Art**  
*Rush, Ch. 3, pp. 124-179 | |
| 11.  | 10/27-29 | **Writing as Media** | 10/27 In-Class Writing Workshop  
| 12.  | 11/3-5 | **Origins of net.art**  
*Rush, Ch. 4, pp. 180-238  
*Rachel Greene, “Webwork: A History of Internet Art” from Artforum (May 2000) [cyberhouse.arted.psu.edu/visualculture/history_net_art.pdf](http://cyberhouse.arted.psu.edu/visualculture/history_net_art.pdf) | ** Thurs. 11/5 Paper Due at the beginning of class. Upload a copy of your final paper to Canvas under “Paper Assignment.” |
| 13.  | 11/10-12 | **Narrative vs. Database**  
*Lev Manovich, “Database as Symbolic Form” [MFJ34/Manovich_Database_FrameSet.html](http://www.mfj-online.org/journalPages/MFJ34/Manovich_Database_FrameSet.html) | Thurs. 11/12 Groups Discuss Ex #3 Remix Project  
Groups discuss a remix project of no more than 2 minutes. Upload to Canvas before class on Thursday 12/1. Be prepared to project and discuss it in class. |
| 14.  | 11/17-19 | **The Cyborg**  
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>16. 12/1-3</td>
<td>Remix Project and Review</td>
<td>Remix Project Due. Upload link or copy to Canvas under Ex #3 by the beginning of class. Project and explain in class.</td>
</tr>
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<td>17. 12/8</td>
<td>Review</td>
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<td>FINAL EXAM</td>
<td>Final Wednesday December 16th, 9:45 am - noon</td>
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University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course:

- Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.
- Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.
Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.
SJSU Writing Center
The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

SJSU Counseling Services
The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.