

**San José State University**  
**Department of Art & Art History**  
**ART 3, Medium and Message, Section 01, Spring, 2018**

**Course and Contact Information**

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|----------------------------|---|
| <b>Instructor:</b>         | Mel Day   |
| <b>Office Location:</b>    | Art 317   |
| <b>Telephone:</b>          | Email preferred   |
| <b>Email:</b>              | Melissa.day@sjsu.edu  |
| <b>Office Hours:</b>       | Tuesdays 12:15 pm-1:45 pm   |
| <b>Class Days/Time:</b>    | Tuesdays and Thursdays 9-10:15 am   |
| <b>Classroom:</b>          | Art 108   |
| <b>Department Office:</b>  | ART 116   |
| <b>Department Contact:</b> | Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a> Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a> |

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. Students are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates. All written work must be submitted both in hard copy and uploaded electronically via Canvas by the beginning of class in PDF or word doc. format only. Images must be jpgs less than 500KB. Canvas will also be used for class announcements, deadlines and changes to the course schedule.

**Course Description**

This undergraduate seminar introduces intermediate-level artists to a research and project-based approach to art-making with a focus on contemporary, idea-appropriate media and methods.

**Course Learning Outcomes (CLO)**

Contemporary artists choose or invent the media that will best convey and explore their specific ideas. When their chosen medium lies outside of their previously acquired skill-set, they either sub-contract, collaborate, or teach themselves the required skills and techniques. In this studio-seminar class, students will investigate the relationship between their ideas, material choices and methods and explore the role of the viewer/audience in individual, collaborative and socially-engaged projects. Coursework will focus on research, experimentation, and will explore a wide range of formal and conceptual strategies through readings, critical writing, projects and assignments, discussions, and Visiting Artist talks. Students will reflect, analyze, and write about their own and other's work as well as readings in writing assignments as outlined in the attached schedule.

This course is a seminar with readings and studio-practice homework to be done largely outside of class time. University policy requires that six hours of homework per week be assigned for any three-unit class. There will be at least one field trip to an art museum or public art venue, and students will be expected to attend at least one lecture outside of class time.

Upon successful completion of this course, students will be able to:

CLO1: demonstrate knowledge about different media

CLO2: demonstrate and apply knowledge about the relationship of medium and content

CLO3: demonstrate fluency in the language of visual critique orally and in writing

CLO4: demonstrate sensitivity to a variety of media and cultural modes of representation

CLO5: track their own iterative working process

### **Required Texts/Readings**

All required readings and media links will be uploaded to Canvas.❓

Recommended Text: In the Making: Creative Options for Contemporary Art, Linda Weintraub, © 2003 D.A.P Publishers, New York

### **Other technology requirements / equipment / material**

Each student is required to procure a sketchbook exclusively for this class as well as basic drawing tools such as pencils, pens, erasers, etc. A separate notebook/binder for class notes and reading responses is also highly recommended (reading responses will be collected near the end of class as part of your participation grade). Your sketchbook may also be used for note-taking as long as the readings are clearly identified.

The three main projects in this class will use a variety of materials, depending upon your idea, and your own interests and skill sets. Students will be required to supply their own studio materials to complete assignments. Some materials will need to be purchased at hardware stores, art supply stores, etc. Students choosing to use the Instructional Resource Center's video cameras will need to purchase a video data card. A tool box or tote bag of some kind is also recommended. You will be given advance notice in class for any materials needed for in-class assignments/exercises.

### **Hazardous Materials (HAZMAT)**

**Material Data Safety Sheets (MSDS)** must be on file for all potentially hazardous materials before they can be used in any of the Art & Design facilities. Students must submit one copy of the material's MSDS to the department in Room 104 and a second copy to the faculty member responsible for the class in which the material will be used. Basic training powerpoint: <http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>

### **Library Liaison**

Aliza Elkin

email: [aliza.elkin@sjsu.edu](mailto:aliza.elkin@sjsu.edu)

phone: (408) 808-2043

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

## Shop Safety

This course requires students to take the shop safety test as a class on the date outlined in the attached schedule. Make-up's can be scheduled with a doctor's note. The successful completion of the shop safety test will allow students to access to a wide variety of basic and advanced tools for class work. Students can prepare for the test by watching the shop video here: <http://www.sjsu.edu/at/atn/webcasting/events/shopysafety/index.html>. The test is open book and preparing good notes is important. If students miss more than 3 questions and fail the second chance test, they will not have access to the shop. **Important:** Prior to taking the test, all students are required to pay a \$20 fee at the Bursars Office located in the Student Services Center directly into fund 62089 with cash or check. Students must bring their receipts to the test.

## 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 at <http://www.sjsu.edu/senate/docs/S12-3.pdf>

Projects will be graded in a timely manner and grades will be posted on Canvas. Each assignment is worth a specific % of your final grade (as outlined in the grade assignment descriptions). Your final grade will be accessed according to the University policy from A to F as outlined in the SJSU catalog.

**Three Main Projects:** 60% (20% each)

**Presentation:** 10%

**Writing assignment:** 10%

**Class participation:** 20% | Smaller assignments, reading responses & questions, peer evaluations, small group work, discussions, preparedness, use of class time.

**SJSU Visiting Artist/Gallery Critique:** Extra Credit (1%; max.; 2 max per student)

## Three Main Projects

The three main projects will be studio practice projects informed by the readings, lectures and discussions. The three main project are focused around the following themes: material & meaning, socially engaged practice, and research-based interdisciplinary work.

Projects are due at the beginning of class due date, presentation-ready for critiques and on Canvas as outlined on the attached schedule. Students must submit two high quality visual images of the work (include a view of the whole work and a detail of the work; work must be photographed without background distractions and in good light), one photo of a page of sketchbook research and idea development (thumbnail sketches, written research, found images, etc.). Any additional requirements for each project will be specified on Canvas. Students are strongly encouraged to review the requirements on Canvas and to spell- and grammar-check their work before uploading to Canvas. **Documents need to be in pdf or word doc format and images should be less than 500KB.** Points will be deducted for sloppy, unprofessional work.

Projects are generally divided into three phases: Research and brainstorming sketches (emphasis is on quantity over quality at this stage); one or two proposal/s with a rough prototype; and a final, refined project. The objective is for students to push themselves beyond their initial ideas and to explore the possibilities.. The objective is for students to push themselves beyond their initial ideas and to explore the possibilities. “Rough prototypes” are lo-fi, quickly-made explorations of an idea using every-day, accessible, low-cost or no cost materials, executed quickly with less attention to craft and final product. Final projects are the culmination of a thoughtful and considered exploration and idea/material choices, craft, and final presentation.

The projects are worth 20% and are generally weighted in four parts:

- 5pt: Thoughtful participation on all project critique days
- 5pt: Well considered relationship between media and message, concept and material, audience
- 5pt: Research/experimentation/iteration/process/project development
- 5pt: Attention to execution/craft/presentation of final work

CLO 1,2,3,4,5

### **Writing Assignment (10%)**

Drawing upon class work, readings and their own research, students will write an approximately 500 word typed, ‘mini thesis’ outlining their final project proposal. This will include their most relevant project research and feedback, the main idea/s behind their work, and the reasoning behind their proposed visual choices, process, and methods. Students will be provided a series of specific written prompts to help them explore their ideas during the final project work-time and are strongly encouraged to use spell- and grammar-check before submitting their work on Canvas.

The writing assignment is worth 10% and is weighted in four parts:

- 2pt: Thoughtful participation on preparatory writing exercises and related small group work
- 4pt: Detailed, well considered, iterated and researched project proposal
- 3pt: Clearly considered relationship between media and message, concept and material, audience
- 1pt: Clearly written; Spell-checked, grammar-checked

CLO 2,3,4,5

### **Student Presentations 10%**

Students will be assigned one 5-minute presentation in ONE of three project themes: 1. Material & meaning 2. Socially engaged work 3. Interdisciplinary Research.

Students in Project themes 1 & 3 will each prepare a presentation on one contemporary artist from the [Art 21PBS \(http://www.pbs.org/art21/artists/\)](http://www.pbs.org/art21/artists/) series (or other approved source) that best exemplifies the project theme. Presentations require a brief bio/overview of the artist, 3-5 images/video clips (one-minute video clip maximum), why the selected artist relates to the project theme, and the relationship between their medium/materials and their core ideas, drawing upon specific examples from the work whenever possible.

Students in the social practice group will select two finalist proposals from the Market Street Prototyping Festival (<http://marketstreetprototyping.org/>) that they feel strongly exemplifies the social practice theme and to which they most respond. Outline how each finalist addresses the objectives of the RFP as well as the core ideas and values identified in the project. Discuss the challenges and strengths of the proposed ideas. Point to specific examples in the work whenever possible.

Please note: Students must each present a different artist/finalist. A sign-up sheet will be posted at the beginning of each project. It's your responsibility to check the sheet to make sure that the artist/proposal you would like to present has not already been selected.

*Presentations are worth 10% and are weighted in five parts:*

- 1pt: Brief artist bio (groups 1-2) / Proposal summary (group 3)
- 2pt: 3-5 well chosen images (may include 1 min. max video or interview clip)
- 3pt: Description of how the artist relates to the project theme / how the finalist addresses the objective of the call (back up your reasoning with specific examples)
- 2pt: Analysis of the relationship of media and message in the work (specific examples)
- 2pt: Why their work resonates (use specific examples); strengths and challenges of finalists proposal

CLO 1,2,3,4

### **Participation: 20%**

It is essential that students are prepared to work in class and participate thoughtfully in all class discussions. Smaller assignments as well as in-class exercises (including proposals/prototypes, evaluations, etc.) will be factored into your participation grade and marked as complete or incomplete. These smaller assignments must be handed in on the due date or they will be marked incomplete (without a doctor's note).

*Reading & Resource Sketchbook/Notebook:* Students are required to purchase a class sketchbook or notebook in which they will organize bullet point notes for each reading along with at least one discussion question for the class to consider on the dates outlined in the attached schedule. Students may also use their sketchbook for these notes as long as all readings are clearly numbered and identified with titles and author's name at the top of each page. **Notebooks/sketchbooks will be collected near the end of the semester.** Reading notes and discussion questions will comprise approximately one half of the participation grade. The remaining participation grade will be based on smaller assignments (graded complete/incomplete), constructive class participation, peer feedback, preparedness, field trips, etc.

NOTE that University policy F69-24, "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

CLO 1,2,3,4,5

**SJSU Visiting artist lecture or Gallery critique: Extra credit (1% each, max 2 submissions per student)**

Submissions must be received on Canvas by the date outlined on the attached schedule and must follow the below guidelines:

Visit at least one exhibition (off campus; student exhibitions aren't eligible) or SJSU Visiting Artist talk. Write a 250 word critique of the exhibition/talk. It's not sufficient to say "I liked the work/I hated the work." Draw upon specific examples from the exhibition or artist's talk.

CLO 1, 2, 3, 4

**Project Deadlines**

Deadlines are listed in the Course Calendar. All assignments are due at the beginning of class, uploaded to Canvas, unless otherwise stated, for in-class feedback/critiques/or discussion and/or grading. Ten percent will be deducted from the grade for work not handed in at the beginning of class and every class period it is not turned in after that. Late projects will not be accepted two classes past the due date. Special circumstances will be taken into consideration (e.g. Illness, court appearance, death of a relative.) The instructor reserves the right to alter assignments and change project due dates with sufficient notice to the students. Please ensure your Canvas/MySJSU messaging works.

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

**Final Examination or Evaluation**

The final examination for the 9am-10:15am Section 1 class will be a critique of the final project on **Wed., May 16 from 7:15-9:30.**

**Grading Information (Required)**

Grades will be assigned according to University policy from A to F as outlined in the SJSU catalog. All work must be finished and turned in according to ascribed deadlines and instructions.

Grades will be based on the instructor's assessment of the student's work, based on the criteria listed for each project. The coursework is designed to further the student's ability to creatively apply the concepts from lectures, videos, and readings to specific problems. Grades will be determined as follows:

97-100 = A+  
93-96 = A  
90-92 = A-  
87-89 = B+  
83-86 = B  
80-82 = B-  
77-79 = C+  
73-76 = C  
70-72 = C-  
67-69 = D+  
63-66 = D  
60-62 = D-  
59 and below = F

A= Excellent work  
B= Above average work  
C= Average work  
D= Below average work  
F= Unsatisfactory work

### **Classroom Protocol**

This class is fast-paced at a short 75 minutes. Class is structured to use the fully allotted time. It is essential that students attend classes punctually and stay the full length of the class with the required materials, research and assignments completed. Being more than 10 minutes late or leaving more than 10 minutes early counts as an absence. If students are late, leave early, or miss class, it is their responsibility to catch up on the work missed by reviewing Canvas or by asking classmates. All assignments, deadlines, and dates of students are expected to present work are listed clearly on Canvas and any changes on the schedule will be announced in class with fair notice. Texting or using cell phones or laptops for personal use is not allowed and will adversely affect the participation grade.

### **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. In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well. 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.

**University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](#) at <http://www.sjsu.edu/gup/syllabusinfo/>”

**Art 3/Medium & Message, Spring 2018, Course Schedule**

**Course Schedule**

| Week | Date           | Topics, Readings, Assignments, Deadlines  |
|------|----------------|---|
| 1    | Th<br>01/25/17 | Intros, Questionnaire & Syllabus / Shop Test overview / Extra credit /<br>Boxed-in Ex./ Reading 1<br><b>Boxed-In assignment due next class; purchase/bring sketchbook, drawing and writing materials every class from now on; begin reading 1</b>                                 |
| 2    | Tu<br>01/30/17 | <b>Boxed-in &amp; Reading 1 due</b> / Mini Critiques & class review / Intro to Project 1, Part 1/<br>Presentation Schedule / Reading discussion / <u>Assign Reading 2</u> and 10+10 exercise<br><b>Work on Reading 2 and 10+10</b>  |
|      | Th<br>02/01    | Project 1, Part 2 / Drawing Exercise / Vermeer & Hockney clip<br><b>10+10 research due next class; Study for Shop test</b><br>2/5: Last day to Drop a Class without a "W" grade.  |
| 3    | Tu<br>02/07    | <b>10+10 research &amp; Reading 2 due</b> / Present best ideas / Feedback / Debate!<br><b>Shop test next class next class! You <u>must</u> bring your receipt!</b><br><b>2 researched proposal ideas with sketches due next class with materials to work on rough prototype/s</b> |
|      | Th<br>02/08    | <b>Shop Test! Don't forget receipt!</b> / <b>Work-Day: Rough prototypes &amp; proposals / Meetings &amp; Feedback</b><br>2/12: Last day to submit <a href="#">Instructor Drops(PDF)</a>   |
| 4    | Tu<br>02/13    | Begin 1 <sup>st</sup> Group Presentations<br><b>Be prepared with materials, proposal, prototype to work on project next class</b>   |
|      | Th<br>2/15     | Finish 1 <sup>st</sup> Group Pres. / Critique schedule / Work-time & individual meetings<br><b>Volunteer Critiques next class?</b>  |
| 5    | Tu<br>02/20    | Intro to Critiques / Volunteer crits & review schedule / work-time & meetings<br><b>1<sup>st</sup> Projects Critiques begin next class</b>  |
|      | Th<br>02/22    | <b>Project 1 due on Canvas: Critiques</b>   |

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| 6  | Tu<br>02/27 | <b>Critiques continued</b> (2 large groups TBD)<br><b>Reading 3 Assigned</b>   |
|    | Th<br>03/01 | Introduction to Social Practice & Project 2 / Group 2 presentations schedule<br><b>10+10 research due next class</b>   |
| 7  | Tu<br>03/06 | <b>10+10 research due</b> / Feedback / Project 2, Part 2<br>Volunteers for early project pitch before spring break? Optional<br><b>Work on 2 researched proposal ideas with sketches &amp; readings</b>  |
|    | Th<br>03/08 | 2 <sup>nd</sup> Group Presentations / Volunteers for digital imaging demo?<br><b>2 researched proposal ideas with sketches due next class</b>  |
| 8  | Tu<br>03/13 | <b>2 researched proposal ideas with sketches due</b> / Feedback / Intro to Photoshop documentation techniques / <b>Readings due next class</b> / <b>Work on visualizations</b><br><b>Be prepared with materials to work on Project 2 from now on</b>   |
|    | Th<br>03/15 | <b>Readings due with discussion question/s</b> / <b>Visiting Curator! Christian Frock</b><br><b>Rough pitches due next class (think through how to effectively communicate your main idea with at least 1 finished visualization and 1 in progress; should include a considered order of slides for feedback)</b>                                    |
| 9  | Tu<br>03/20 | <b>Rough Pitches due</b> / Feedback & meetings / Presentation tips<br><b>Bring proposals/viz. for continued instructor meetings; Pitch volunteers?</b>   |
|    | Th<br>03/22 | <b>Pitch Day 1</b> / Review requirements & tips / work-time & meetings<br><b>Upload Project 2 to Canvas by next class</b>  |
| 10 | Tu<br>03/27 | <b>Spring Break!</b> Monday, March 26 - Friday, March 30   |
|    | Th<br>03/29 | <b>Spring Break!</b>   |
| 11 | Tu<br>04/03 | <b>Project 2 Pitch Day 2</b><br><b>Project 2 due on Canvas</b>   |
|    | Th<br>04/05 | <b>Project 2 Pitch Day 3</b><br><b>Peer Project Feedback due</b><br>Review Project 3 schedule  |
|    | Tu<br>04/10 | Finish pitches / Vote Finalists & Awards Ceremony / Introduction to Project 3<br><b>Reading 4 due next class with <u>two</u> of your strongest art pieces due next class.</b><br><b>Bring the actual work or <u>good</u> photo documentation (doesn't need to be from this class—work that is most meaningful to you, ideas you want to pursue).</b> |
|    | Th<br>04/12 | <b>Reading 3 due / Bring in 2 of your strongest artworks!</b> (photo documentation is fine)<br>Review Intro to Writing Assignment / Interdisciplinary partner art writing: peer  |

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|-------------------|--------------------------------------|---|
|                   |                                      | Interviews & art statements<br><b>10+10 research due next class</b>   |
| 13                | Tu<br>04/17                          | <b>10+10 due</b> / Feedback / Begin 3 <sup>rd</sup> group presentations<br><b>Peer interviews &amp; statements due next class</b>   |
|                   | Th<br>04/19                          | <b>Peer interviews &amp; statements due</b> / Finish 3 <sup>rd</sup> group presentations<br><b>Reminder: Visiting Artist extra credit assignment final deadline 5/3</b><br><b>Be prepared with 2 final proposed directions and materials to work next class</b>   |
| 14                | Tu<br>04/24                          | <b>2 proposed, researched directions due with sketches</b> / Feedback / Work-time<br><b>Rough statement due next class / Be prepared with materials to work on project</b>  |
|                   | Th<br>04/26                          | <b>Rough project statement due</b> / Feedback & ideation / Work & Meetings / Critique Schedule<br><b>Be prepared for individual meetings and to work on project 3 with all materials, proposals, sketches. Use time wisely!</b>   |
| 15                | Tu<br>05/01                          | <b>Writing Assignment due</b> / Review Project requirements & Project 3 Critique sign-up schedule / <b>Visiting Artist! Takeshi Moro</b> / Critique volunteers? Note: final exam day may be large crit. groups.<br><b>Be ready to present your 3<sup>rd</sup> project for your scheduled crit. day by beg. of class</b> |
|                   | Th<br>05/03                          | Project 3 Critique Volunteers / Review course obj. / Work-time & meetings<br><b>* Final day to submit Visiting Artist writing review for extra credit 5/8</b>   |
| 16                | Tu<br>05/08                          | <b>Project 3 Critiques Day</b><br><b>Last day to submit Visiting Artist extra credit assignment</b>   |
|                   | Th<br>05/10                          | <b>Hand in Completed Reading Journals or upload electronic version to Canvas</b><br><b>Project 3 Critiques Day</b><br><b>Project 3 due on Canvas by beginning of final exam: review requirements!</b><br><b>Projects cannot be accepted after exam date. Bring potluck refreshments!</b>                                |
| <b>Final Exam</b> | <b>05/16/18<br/>7:15-9:30a<br/>m</b> | <b>Project 3 due on Canvas</b> / Finish remaining critiques (Groups) / Potluck Celebration<br>Hand back Reading journals  |
|                   |                                      |   |

*\* The above schedule is subject to change with fair notice—by announcement made in class.*