

**San José State University**  
**Department of Art and Art History**  
**ART/ARTH 110-01: History and Theory of New Media - 49448**  
**Fall Semester 2019**

**Course and Contact Information**

<b>Instructor:</b>	<b>Dr. Molly Hankwitz</b>
<b>Office Location:</b>	Art Building 115
<b>Telephone:</b>	(415) 283-7757
<b>Email:</b>	<a href="mailto:molly.hankwitz@sjsu.edu">molly.hankwitz@sjsu.edu</a>
<b>Office Hours:</b>	T, R (Tuesday and Thursday) 12:10 - 1:10pm
<b>Class Days/Time:</b>	T, R - 3pm - 4:15pm
<b>Classroom:</b>	Art Building 133
<b>Prerequisites:</b>	Prerequisite: ARTH 70B or instructor consent.

**Units: 3**

**Additional Contact Information**

- \* E-mail is generally the best method of contact during non-office hours. Canvas email or [sjsu.edu](http://sjsu.edu) email.
- \* Please allow 48-hours for an e-mail response.
- \* Emergency: 911 Campus Escort: 42222

\* Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

- Syllabus can located here: <http://www.sjsu.edu/art/documents/greensheets/>.

**Course Format** - Lecture, discussion, in-class activities.

**Faculty Web Page**

Course materials such as the Syllabus, Assignments, useful links and Supplementary readings can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. Students are responsible for regularly checking Canvas to learn of any updates and knowing how to submit Assignments online.

**Course Description**

This is an upper-division undergraduate course which gives students an introduction to historical and theoretical issues relating to the production and reception of New Media Art in the 20th and 21st centuries with emphasis upon developments in American and European avant-garde. In this course we examine the complexities of relationships between artists, art history and new technologies. In addition to reading and writing assignments, students will engage in creative, performative group exercises with which to apply concepts examined and discussed in class. From the early 20th c. to the advent of Digital Media Art, specific modalities of Art and Technology will be addressed. Course readings and lectures cover influential art movements, media theorists, and individual artists and their work from the last century to the present.

**Course Goals**

The objective of this course is to introduce students to ideas, practices, and artworks in the history and theory of New Media from early cinema to Digital Art through a lineage of critical, experimental, historic, and avant-garde artworks and ideas which have, as a central component in making the art, the use of or investigation of technology or which have contributed to new conceptualizations of art practice around the purpose and meaning of artworks, and/or which have expanded the consideration of art and technology to a broader public.

**Classroom Expectations**

Students in this Course are expected to be prepared for class with a notebook, Assignments completed, and any materials required. Students are expected to gain critical awareness of New Media Art through asking questions, self-study, research, and group work. Assignments are to be completed in a timely fashion. Students are expected to treat their peers and their Professor with respect during class and to raise hands when asking questions.

**Course Learning Outcomes (CLO)**

Course Skill Learning Outcomes - Upon successful completion of this course, students will be able to:

CLO1 - Articulate an analysis of new media artwork.

CLO2 - Identify key artworks, styles, and new media-related art movements.

CLO3 - Identify and discuss social, technical and aesthetic factors impacting new media art.

Upon successful completion of this course, students will have mastered:

CLO4 - An understanding of key issues in the history and theory of New Media Art.

CLO5 - Critical tools for evaluating New Media Art on historical and aesthetic terms.

CLO6 - Chronological knowledge of New Media Art as it relates to the 20th and 21st century.

CLO7- Vocabulary relevant to appreciation and critical analysis of New Media Art.

### **Required Texts and Readings:**

- The textbook for this class is Christiane Paul's, *Digital Art* (Third edition) World of Art Series, Routledge, 2015. 978-0500204238. A copy may be obtained through SJSU Bookstore or online.
- Supplementary Readings are included as pdfs in the Files section of Canvas, as links within Assignments on Canvas, or are handed out in class. There will also be a Recommended Reading list on Canvas for further research. Web resources, reference materials, and writing guides will be available on the Canvas course website, the VRL and/or through the Library here: <https://libguides.sjsu.edu/Photography>

**Other Technology Requirements / Equipment / Materials:** Students will need a notebook. We will use Canvas for Announcements, Assignments, Supplemental Reading/Resources. Email exchange is by Canvas or Lecturer email (see front page of Syllabus) You must have access to a computer and to Canvas. A smartphone camera or digital camera may be useful for research.

### **Library Liaison - Gareth Scott**

email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Your Library liaison is an excellent resource for research information for our research-based assignments.

### **Course Web Materials**

- ARTH110 - Course materials are on-line on the SJSU Canvas Course website.
- Other materials are found at <http://arth.sjsu.edu/>, select **Course Web Pages**. Access through User: and Password: (login instructions to be announced in class).
- Electronic resources links to writing guides and Internet sites will posted to the Course Website and/or to Canvas.

**Art and Art History Resources:** <https://libguides.sjsu.edu/Art>

**MLK/SJSU Library Writing support:** <http://www.sjsu.edu/writingcenter/>

### **Course Requirements and Assignments**

- In class participation in terms of raising questions, critical thinking.
- Weekly questions submitted on Canvas relative to Assigned readings.
- 2 essay/quizzes based on in class Lectures and/or readings.

- Exercises 1 - 3. (Pass/No Pass) These exercises are activities which engage students in concepts relevant to the Course material.
- Midterm - Slide ID test. The Midterm is based on Lecture material.
- Final Exam - Slide ID test. The Final exam is based in slide ID.

**Grading Information** - Your letter grade in the course is determined by the weighted components:

- In-class participation activities - (10%)
- 2 quizzes - (10%)
- Exercises 1 - 3 (30%)
- Midterm (20%)
- Final exam (30%)

**University Policy S16-9**, <http://www.sjsu.edu/senate/docs/S16-9.pdf> - “Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including, but not limited to, internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the Syllabus.”

### **Final Examination or Evaluation**

The Final Exam will be Slide ID and possibly one short essay. Failure to appear for the Exam counts as a ‘0’ for the course regardless of student’s semester performance. If a student requires to take the exam on another day, this must be cleared with the professor a minimum of 2 weeks prior to the Exam date, in writing and with a formal, valid excuse. For the day of the exam, all students are expected to be punctual, to put away electronic tools, notebooks, and books; to have required materials.

### **Grading Information**

#### **Assignment Format and Submission:**

The Course requires participation, reading, writing, group activities, active listening skills, notetaking, and question asking. Students will read approximately 20 pages per week and formulate critical analysis and description of New Media Art. Students will participate relevant to the Lecture/reading and fulfill all written Assignments and tests in a timely fashion. Assessment in this Course is based upon ability to recognize key artworks, to use relevant theoretical concepts, development of theoretical and art historical vocabulary, and students’ active participation in all class-meetings and Assignments.

### **Determination of Grades**

- Grading is determined based on evidence of student’s comprehension and application of concepts in the history and theory of New Media. Student attention to course content, detail and dedication to presentation, as well as overall participation are key factors. Assignments will be accompanied by a rubric or assignment criteria.
- +/- grades are used on the major Assignments, ‘checks’ and ‘pluses’ are used on in-class work.
- Extra credit options can be discussed with the Lecturer.

- Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.

**Assignment Format and Submission:** Required weekly write-ups to Questions are turned in on Canvas in pdf form. There are no 'redo' submissions and late assignments are not accepted. Students are responsible for keeping deadlines as posted on Canvas.

### Grading Criteria for Assessment

**What:**

- (1) Student interprets and responds appropriately to the parameters of the assignment.
- (2) Clear and appropriate presentation of the artwork(s) to be explored.
- (3) Clear and appropriate presentation of the materials to be explored.

**How:**

- (4) Student exhibits critical thinking and independent thought.
- (5) Student uses college-level resources, properly cites sources.
- (6) Provides supporting or counter arguments.
- (7) Organized: Assignment has appropriate sections, research, and approach.
- (8) Uses language and vocabulary appropriate for the discipline of Art History
- (9) Correct/appropriate grammar, punctuation, spelling, and format.

**Why:**

- (10) Student displays originality, interest in, and creativity around the chosen topic.

### Numeric Grade Equivalents Scale:

93% and over	A	77% - 73%	C
92% - 90%	A-	72% - 70%	C-
89% - 88%	B+	69% - 68%	D+
87% - 83%	B	67% - 63%	D
82% - 80%	B-	62% - 60%	D-
79% - 78%	C+	below 60%	F

**Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.**

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.”

**University Policy F13-1** at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details. More guidelines on grading information and class attendance can be found from the following two university policies:

- **University Syllabus Policy S16-9 - Links to an external site.** <http://www.sjsu.edu/senate/docs/S16-9.pdf>.
- **University Attendance and Participation policy F15-12.** <http://www.sjsu.edu/senate/docs/F15-12.pdf>

**Classroom Protocol** Punctuality, preparation, and active engagement during class is expected. Cell phones, smart phones, or other devices should be turned off or silenced and kept in backpacks unless otherwise allowed. Laptops are ok for note-taking.

- **Plagiarism** - Plagiarism is an academic offense and is taken seriously by the University. Plagiarism will result in an F on the Assignment and possibly for the course. Canvas is equipped with plagiarism detection so please do not try it. If you have questions about what Plagiarism is, and how to avoid it, please ask them or discuss this with the Lecturer.

**Additional Note:** This syllabus is subject to change, in the event of unforeseen circumstances, or where changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

**Department Advising:** 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(H)/(PHOT) 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

**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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>."

## Course Schedule

### ART/ ARTH 110-01: History and Theory of New Media - Fall 2019

<u>Wk</u>	<u>Tuesday</u>	<u>Thursday</u>
1	N/A	<b>8/22 - Introduction to ART/ARTH110 - Syllabus/Mechanics of Course.</b> Critical new media concepts introduced. <b>Reading assigned.</b>
2	<b><u>PART 1: FOUNDATIONAL IDEAS IN NEW MEDIA</u></b> <b>8/27 - Digital Aesthetics/Theory/Art and Technology</b> <b>Reading assigned. Questions due Monday Week 3.</b>	<b>8/29 - Slides/concepts</b> <b>Exercise 01 - starts.</b>
3	<b>9/3 - Cinema and Modernity: Motion Pictures</b> Rush, M. "Introduction". 1 - 32. *on Canvas* <b>Reading assigned. Questions due Monday Week 4.</b>	<b>9/5 - Slides/concepts.</b>
4	<b>9/10 - Futurism/Dadaism: The Changing Role of the Artist</b> <b>Reading assigned. Questions due Monday Week 5.</b>	<b>9/12 - Slides/concepts.</b>

		<b>Exercise 01 - due.</b>
5	9/17 - <i>Hacking/Conceptual Art</i> <b>Reading assigned. Questions due Monday Week 6.</b>	9/19 - Slides/concepts. <b>Exercise 02 - starts.</b>
6	<b><u>PART 2: PROCESS AND IDEA</u></b> 9/24 - Event " <u>Scores</u> ": Cage, Fluxus "Fluxus Workbook", Introduction and excerpts. <b>Reading assigned. Study for quiz.</b>	9/26 - <b>QUIZ -</b> Slides/concepts.
7	10/1 - <i>Conceptual Art: Idea over Object/Minimalism</i> L. Lippard, <i>Six Years: Dissolution of the Art Object</i> , "Escape Attempts", pp. vii-xxii, "Sweeping Exchanges: What Feminism Did for The Art of the 1970s" <b>Reading assigned. Questions due Monday Week 8.</b>	10/3 - Week 7 - Slides/concepts. <b>Events.</b>
8	<b><u>PART 3: ELECTRONIC IMAGES</u></b> 10/8 - <i>Body and Time: Video Art and Spectators.</i> <b>Reading assigned. Questions due Monday Week 9.</b>	10/10 - Slides/concepts. <b>Events.</b>
9	10/15 - <i>Mass Media: Critical Interventions/Feminism</i> McLuhan, M. "The Medium is the Message" (1964).pp.1- 18.  <b>Study for Midterm. No questions due.</b>	10/17 - <b>MIDTERM</b>
10	10/22 - "Networked: Digital Art from the Permanent Collection" Sept. 21, 2019 - Aug. 9, 2020. <b>Questions due Week 11.</b>	10/24 - Slides/concepts. <b>Guest Lecture TBA.</b>
11	10/29 -- <i>Video Installation/Projection Space/</i> <b>Reading assigned. Questions due Monday Week 12.</b>	10/31 - Slides/concepts <b>Exercise 03 - starts.</b>
12	11/5 - <b>PART 4: WEB-BASED AND COMPUTATIONAL ART - <i>Computer-based Art/Web Art</i></b> Deleuze, G. "Postscript on the Societies of Control" (1992). <b>Reading assigned. Questions due Week 13. Study!</b>	11/7- <b>Quiz -</b> Slides/concepts.
13	11/12- <i>Networks and Mobile/Wearable Art</i> <b>Reading assigned. Questions due Week 14.</b>	11/14 - Slides/concepts.
14	11/19 - <i>Dynamic Objects/3D/AR</i> <b>Reading assigned. Questions due Monday Week 15.</b>	11/21- Week 14 - Slides/concepts <b>Exercise 03 - ends.</b>
15	11/26 - <i>Data Visualization, Sensing Environments</i> <b>Reading assigned. Questions due Week 16.</b>	11/28 - <b>Thanksgiving Day</b> <b>NO CLASS</b>
16	12/3 - <i>Artificial Intelligence: Where to Next?</i> <b>No questions due.</b>	12/5 - <b>FINAL EXAM REVIEW</b>

<b>17</b>	<b>12/10 NO CLASS - Study Day</b>	
	<b>12/11 -Wednesday - FINAL EXAM - 2:45 - 5:00 PM</b> <b>Required Green book and pen. Room 133.</b>	