# San José State University
# Department of Art and Art History
# ARTH 110-01: History and Theory of New Media -

# Spring Semester 2020

## Course and Contact Information

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| **Instructor**: | **Dr. Molly Hankwitz** |
| **Office Location**: | Art Building 115 |
| **Telephone**: | (408) 924-4336 |
| **Email**: | molly.hankwitz@sjsu.edu |
| **Office Hours**: | T, R -  3pm - 4pm |
| **Class Days/Time**: | T, R - 10:30 -11:45am |
| **Classroom**: | Art Building, Room 135. |
| **Prerequisites**: | Prerequisite: ARTH 70B or ARTH 72 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 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 prompt, polite, and prepared for class with a notebook, assignments underway, 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 be Recommended or Further Reading on Canvas per Lecture for additional 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) Student must have access to a computer and know how to use Canvas. A smartphone camera or digital camera may be useful for research. For help with using Canvas see Canvas Student Resources page (http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources)

**Library Liaison - Gareth Scott**
email: 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**

- Course materials are found on Canvas. Some m be found here: **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 Canvas or the course webpage.

**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 raising questions, thinking critically; completing Assignments and Exercises.
- 2 Quizzes based on Lectures and/or Readings.
- Exercises 1 - 3. (Pass/No Pass) These exercises are activities the components of which engage students in concepts relevant to the Course material.
- Midterm - Slide ID test and written portion. The Midterm is based on any Assigned material.
- Final Exam - Slide ID test and written test.

**Grading Information -** Your letter grade for this Course is determined by the weighted components:

- In-class participation, Activities and Assignments - (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."

**First Examination or Evaluation:** The culminating activity for this course is an in-class final exam as per University policy S17-1 (http://www.sjsu.edu/senate/docs/S17-1.pdf) *which states that:* "Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment."

**Assignment Format and Submission:**

The Course requires in-class participation, reading, writing, group activities, active listening skills, note taking, asking questions. Students will read approximately 20 pages per week and formulate critical analysis and critical awareness of New Media Art. Students will participate relevant to the Lectures/Readings 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 class-meetings and Assignments.

## Determination of Grades

• Grading is 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 extenuating or emergency circumstances. Formal written

**Assignment Format and Submission:** Short write-ups in online Discussions or as Questions turned in on Canvas in pdf form are expected. There are no 'redo' submissions. Students are responsible for keeping deadlines as set In-class or 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 | 75% - 73% | C |
| 92% - 90%. | A- | 72% - 70% | C- |
| 89% - 86%. | B+ | 69% - 68% | D+ |
| 85% - 83%. | B | 67% - 63% | D |
| 82% - 80% | B- | 62% - 60% | D- |
| 79% - 76%. | C+ | below 60% | F |

<u>**Please note**</u>: **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**
• **University Grading System Policy**, **F18-5,** http://www.sjsu.edu/senate/docs/F18-5.pdf

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

• Plagiarism — Assignments and possibly the class status, written by others will result

<u>**Additional Note:**</u> 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

**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/."

# <u>Course Schedule</u>
# <u>ARTH 110-01: History and Theory of New Media - Spring 2020</u>

| Wk | Tuesday | Thursday |
|---|---|---|
| 1 | N/A | 1/23 - *Introduction to ARTH110* - Syllabus/Mechanics of Course/Critical concepts/Vocabulary. |
| 2 | 1/28 - <u>PART 1: FOUNDATIONAL IDEAS IN NEW MEDIA</u><br>Lecture: *Art, Technology and the early 20th c.*<br>Required: Michael Rush, *Introduction to New Media,* 1 - 32. (in Files/READINGS) Timeline assigned. | 1/30 - In-class activity. Exercise 01 - Manifestos. |
| 3 | 2/4<br>Lecture: *Cinema and Modernity: Motion Pictures*<br>Required: Rush, Michael, "Introduction to New Media Art". (finish) Futurist Cinema Manifesto, *The Futurist Cinema*, Duchamp's *Nude Descending a Staircase*. (see Module/Page) | 2/6 - Exercise 01 - In-class activities: "Manifestos" |
| 4 | 2/11<br>Lecture: *Futurism/Dadaism:The Changing Role of the Artist,*<br>Required: L Manovich, "*Prologue:Vertov's Dataset"in The Language of New Media*, pp. xv - xxxvi. (see Files/READINGS) | 2/13 - In-class activities.<br><br>Exercise 01 - due. |
| 5 | 2/18<br>Lecture: *New Vision:Conceptual Thinking and Hacker Art.*<br>Required: B. Altschuler,*"Art by Instruction and the Pre-History to 'do it',* Cage interview (video); Cage website/app. | 2/20 - In-class activities.<br>Exercise 02 - starts.<br>Fluxus Workbook assigned. |
| 6 | 2/25 - <u>PART 2: PROCESS AND IDEA</u><br>Lecture: *Scripts, Music, Scores in Art.*<br>Required: *The Fluxus Workbook*, Introduction and excerpts. Cage, *The Future of Music.* **Study for Quiz.** | 2/27 - QUIZ #1<br><br>Group work on Ex. 02. |
| 7 | 3/3<br>Lecture: *Fluxus and the Dematerialized Art Object.*<br>Required: Lippard, <u>Six Years: Dissolution of the Art Object,</u> " Escape Attempts", pp. vii-xxi.<br>Michael Rush, Ch.1 *Media and Performance,* pp. 36 - 48. | 3/5 - Events - Groups 1 - 4. |
| 8 | 3/10<br>Events - Groups 5 - 8. | 3/12 - Events<br>Groups 9- 12<br>Ex.02 Wrap. |
| 9 | 3/17 - MIDTERM REVIEW | 3/19 - M I D T E R M |

| **Wk** | **Tuesday** | **Thursday** |
|---|---|---|
| 10 | **3/24 - PART 3: ELECTRONIC IMAGES**<br>**Lecture:** *Body and Time: Video Art and the Image.*<br>**Required:** Rush, Ch. 1, *Media and Performance,* pp. 49 -78; *McLuhan, M. "The Medium is the Message" (1964).* pp.1-18. | **3/26 - In-class activities "Understanding Media" (1963)** |
| | **S P R I N G  B R E A K - 3/30 - 4/3. - NO CLASS- Tues 3/31 or Thurs. 4/2** | |
| 11 | **4/7**<br>**Lecture:** *New Media: Interventions in the Electronic Spectacle.*<br>**Required:** Rush, Ch. 2. *Video Art. 82 - 120.*<br>*"Sweeping Exchanges: What Feminism Did for The Art of the 1970s"* (in Files/READINGS)l | **4/9 - Exercise 03 starts. In-class activities.** |
| 12 | **4/14**<br>**Lecture:** *Art Video, Video Installation: "Viewer Engagement"*<br>**Required:** Rush, Ch. 3 *Video Art,* pp.124 - 177; Paul, C. Ch 2, in *Digital Art,* start the chapter; Gilles Deleuze, *"Postscript on the Societies of Control" (1987), Notes on Deleuze (online)* | **4/16 - Exercise 03 starts. In-class Activities. Deleuze introduction.** |
| 13 | **4/21- PART 4: WEB-BASED + COMPUTATIONAL ART**<br>**Lecture:** *Networked Art, Emotion Maps and "Dynamic Objects"*<br>**Required:** Paul, C. Chapter 2, in *Digital Art.* (finish)*;* Gilles Deleuze, *"Postscript on the Societies of Control"* (1987), Notes on Deleuze (online) **Study for Quiz.** | **4/23 - QUIZ #2**<br><br>**In-class activities.**<br>Timeline assigned. |
| 14 | **4/28**<br>**Lecture:** *Post-digital: Seeing and Sensing*<br>**Required:** Paul, Ch. 3, *Themes in Digital Art*, read to p. 169; *ReadyMade Assemblage in Database Art*, Wun-Ting Hsu/Wen-Shu Lai (handout) Discussion assigned. | **4/30 - Exercise 03 - ends.** |
| 15 | **5/5**<br>**Lecture:** *Post-digital: AI and Hybridity*<br>**Required:** Finish Paul Ch. 3 to end. | **5/7 - FINAL EXAM REVIEW.** |
| | **5/12 - NO CLASS - Study Day** | **5/14 - NO CLASS.** |
| | **5/18**<br>**MONDAY May 18, 9:45am to 12:00, Room 135.**<br>**Bring an Exam booklet and a pen. Do not be late.** | |