

New Media 200 New Media Strategies

Fall Semester 2014 Syllabus

Course Number: NMD 200

Credits: 3

Instructor: Gene A. Felice II – www.genefelice.com

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Office Hours (please email to make an appointment):

Tuesday's 1pm to 3pm – location: Chadbourne or IMRC

TA: Neil Shelley neil.shelley@umit.maine.edu

Classrooms / Times:

Lectures – 2:30pm to 4pm Monday's & Wednesday's - Estabrooke 130

Labs – 10am to 12pm Monday's & Wednesday's - Hitchner Hall 203

Course Description:

A hybrid style, adaptable class structure based heavily on student responses to pre-class survey and the following foundational elements:

- presentation skills
- portfolio development (Wordpress)
- documentation techniques: audio, video, photo, writing & press
- group discussion / critique formats
- artist / designer presentations & techniques
- contemporary art research & theory
- grant seeking / proposal writing
- new media technique / tech demos: projection mapping, video / photo , interactive systems, bio / eco art, rapid prototyping, print / web / marketing strategies, ???
- collaboration: small team-based projects
- independent research & concept development
- interaction design
- prototyping processes: sketches / visualizations, models / prototypes,
- art & design production: small & large scale projects
- visiting artists / community, studio & lab field trips
- final output / end of Semester Show

This course covers new media culture and theory of the present, bringing students up to speed on a range of contemporary artistic, political, and ethical issues in the field. Students in this course also extend the technical skills acquired in previous courses by applying them to a creative application of their own individual or collaborative design, such as an advanced portfolio. Course is taught via lecture with labs.

Class Structure / Goals:

This class will provide new techniques and strategies for developing research and concept driven works of art and design. Students will be responsible for

documenting their work that will be presented in a constantly evolving portfolio for future use. Contemporary / new / intermedia theory will also be explored through various reading and writing assignments. All projects will be presented for in-class critique sessions.

Objectives:

To produce conceptually interesting and formally compelling art & design work.

To understand the principles of New / Intermedia,

To develop an awareness of artists & designers working in the field.

To research and develop original ideas and concepts.

To be able to use traditional art & design principles of communication, form, material and site.

To utilize digital / electronic / analog technology to give rise to original art and design projects.

To offer intelligent and informed critiques.

Requirements:

Attendance is a must and only medical or family emergencies will be accepted.

Please contact the instructor before class, in either of these cases. No exceptions! Each un-authorized absence will result in a 1 point reduction from the overall 100 point grade structure for the class. Example: If your grade is currently an A+ / 100 points, one absence will bring you down to 99 points, two absences will bring you down to 98 points.

Lateness / Tardiness: prompt arrival to class at the start of class is required. You have a 5 min. grace period to be in class and ready to begin. Any lateness / tardiness past the 5 min. mark will result in .5 points grade reduction from the overall 100 point grade structure for the class. (see attendance example above for reference.)

In class participation during general discussions and especially during critiques, is required and is worth 10% of your grade! Out of class reading and writing assignments will also required and graded throughout the quarter as well as additional homework assignments given out in class.

Evaluation:

Evaluation will be based on the following:

1. The quality of class participation, including contribution to critiques, discussions and in class presentations.
2. The quality of your completed assignments with your comprehension of concepts, demonstration of your effort in achieving your goals, the exploration of new ideas, and your personal development.
3. Students must demonstrate satisfactory achievement of course objectives through fulfillment of course projects and by contributing to class discussions and critiques.

4. All projects will require students to work both inside and outside of class. Assignments turned in late will be decreased by 1/2 points for each day the assignment is late.

Example: 20 points will equal 10 after 1 day. 20 points will be 5 points after 2 days late.

5. Completion of each weeks project assignment.

6. Final evaluation will be in the form of a final project to be determined in the 3rd week of the class.

Grading:

Class participation = 10 points

Reading & Writing Assignments = 10 points

Student Presentations = 10 points

Portfolio Development / Documentation = 10 points

Group project 1 = 10 points

Photo Shoot / Web Gallery Project

Group project 2 = 15 points

Projection Mapping / Light based Group project: Create a team based projection mapping project with location, subject and style of your choice. Create a 2 to 3 min video & photo documentation of your video projection mapping project, including: work-in-progress documentation showing the making of it, a short audio or video interview about the project, a rehearsal / performance of the project or preferably a mix of all three. This includes shooting the video, importing it, editing, exporting & uploading to Youtube or Vimeo and posting to your Wordpress portfolio site. Each team member should take on a different role in this process to distribute the work. You can use this video and photos to present your final project in the class critique or you can set up a live version of your project as well.

Group project 3 = 15 points

Large scale project proposals:

Theme: Water, Location: Bangor / Thomas Hill Standpipe

(<http://www.bangorwater.org/whats%20new%20home/thsp.htm>). Research a water based theme that is personally relevant to you! Here are some examples of how you could focus your project idea:

- Micro: Micro Biology / primordial pools, organisms, etc.
- Macro: Search for water in the Universe

- Water Pollution / Fracking / Drinking Water / Sanitation
- Water Supplies around the nation / world
- History of water / History of Bangor's / Maine's water supply, Lake / Glacial Region
- Bottled Water vs. Fresh Water: Water justice rights, Who owns water?
- A narrative / story that involves water as a main / central theme
- other ideas???

Team work in class / Design Jam Structure:

Part 1 (wednesday 11/5): Think Tank / Brainstorm for 30 min. Then create a Mind map / White board your ideas. Create a mind map in your choice of format (Prezi, illustrator, white board or other online source). After ideas are mapped, assign tasks to team members: writing, visualizing, researching, etc. Visit site over the weekend, take photos, sketches, etc. and do research on chosen water themes.

Part 2 (monday 11/10): Come together in this class to finalize / vote on a central project theme and build out proposal. Create a proposal in Illustrator for Wednesday's class (11/12) including the following:

- A one page written description
- A visualization of what you're going to do (hand drawn, photo / 3D / 2D, etc.) with at least 3 different views with schematic lines or other visualization technique for describing your project.
- A realistic time line for completing project
- A researched budget or equipment list
- Exported as multi-page PDF and uploaded to post on each team members portfolio site with text about the post and images from the proposal embedded as a gallery in the post.

Independent Research Project = 20

Final projects are set up to be self-directed, but with a research & prototyping emphasis. These projects need to have an interdisciplinary emphasis and requires that students research a subject with a personal connection to their lives or histories. Students must create a project proposal in PDF format (following the same structure as project 3), with written component, sketches, photos / collages or 2D / 3D visualizations explaining their project, a list of at least 5 research sources including at least two non-digital sources with one being an outside expert / professor / graduate student from a supporting University dept. (at UMO or beyond), a timeline and budget / materials / tech list. Students must then produce a 1/3rd scale or electronic model / prototype / rehearsal / draft of their project to be critiqued by the class, followed by a final project due on the last class of the semester. Final projects will also be displayed in a public show for critique by our peers, location tbd. Students will be responsible for setting up and tearing down their projects for the final show, as well as attending the show and being available to talk about their work. Final

projects can be done by an individual student or small groups up to 3 students maximum. Keep in mind that a three person team will be expected to produce the work equivalent of 3 students, not one.

Total possible points = 100 points

Grading scale:

A = 94 - 100 A- = 90 - 93

B+ = 88 - 89 B = 83 - 87 B- = 80 - 82

C+ = 78 - 79 C = 73 - 77 C- = 71 - 72

D+ = 69 - 70 D = 64 - 68 E = 0 - 63