NMA 2050: Calendar

Introduction to New Media Arts, Fall 2013
JMWA Mon/Wed, 12:25 p.m. - 2:05 p.m., VC-8-165
http://blsciblogs.baruch.cuny.edu/f2013nmaintromw

Instructor: Katherine Behar
E-mail: katherine.behar@baruch.cuny.edu
Office: VC-7-232. Hours: W, 4:00-5:00 p.m.

• Week 1 Introductions

Wednesday Aug 28
Conversation: Introduction to the class, introduction to each other
HW Tutorial 01: Lynda Photoshop Essentials Ch 7, 8 (due Sept 11)
HW Read 01: McLuhan, The Medium is the Massage (excerpt) and Tetrad Exercise: http://www.horton.ednet.ns.ca/staff/scottbennett/media/ Pick a random page from the McLuhan reading, and present it to the class. Due Sept 9. Blog response due Sept 11.

• Week 2 No Class

Monday Sept 2 – No Class – Labor Day

Wednesday Sept 4 – No Class – Rosh Hashanah

• Week 3 Basics: Software & Digital Images

Monday Sept 9
DUE: McLuhan reading: present 1 page to the class
Discuss: McLuhan concepts
Lecture: Software Concepts: Introduction to Mac OS, File management, Best practices
HW Blog 01: Post an image to show a medium, object, or technology and explain what it is and what it “extends” according to McLuhan. You may not post something that has already been posted by someone else (due Sept 11).

Wednesday Sept 11 – Intro to Digital Imaging
DUE: Blog 01 McLuhan examples
DUE: Tutorial 01
Lecture: Project 1: Portrait
Lesson: Photoshop Basics: Interface (Tools, Palettes, Workspace); Preferences (History, Units, etc.); Document Set Up (Image Size/Canvas Size, Resolution, Color Mode); “Closer look at the Layers Palette.
HW Read 02: Paul, “Digital Technologies as Tool” in Digital Art (due Sept 23)
HW Blog 02: Pick one artist or project from the reading and write 300 words about it on the blog. You may not post on something that has already been posted on by someone else. Double-check your work. Grammar and spelling count! (Due Sept 23)
HW Tutorial 02: Lynda Photoshop Essentials Ch 9, 10, 11 (due Sept 18)
HW Project 01: Digital Imaging Portrait (due Oct 2) Bring in source images to composite for next week.

• Week 4 Digital Imaging Continued

Monday Sept 16 – 2D Composition
DUE: Bring source images

Note: Content subject to change!
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Lecture:  Elements of 2D Composition  
Lab Time:  Work on Project 1  
HW:  Continue Project 1, Read 02

| Wednesday  | Sept 18 – Compositing Techniques  
DUE:  Tutorial 02  
Lesson:  Compositing in Photoshop (Selections, Masks, Transformation)  
Lab Time:  Work on Project 1  
HW Tutorial 03:  Lynda Photoshop Essentials Ch 12, 13, Lynda Clipping Masks (due Sept 25)  
HW:  Continue Project 1, Read 02

● Week 5 Digital Imaging Continued

| Monday  | Sept 23 – Color  
DUE:  Blog 02 Digital art examples  
Lecture:  Color Theory  
Lab Time:  Work on Project 1  
HW:  Continue Project 1

| Wednesday  | Sept 25 – New Media Artspace Opening Preview  
DUE:  Tutorial 03  
Exhibition:  Field Trip to New Media Artspace (in Newman Library) for preview of Ira Eduardovna exhibition. Opening will occur 2-3 PM - stay and meet the artist!  
HW Blog 03:  Write a 300-word response to the artworks in the New Media Artspace exhibition. Due Sept 30.  
HW Tutorial 04:  Lynda Photoshop Essentials Ch 16, 18 (due Oct 2)  
HW:  Continue Project 1

● Week 6 Lab Time & Critique Project 1

| Monday  | Sept 30 – Lab Time  
DUE:  Blog 03 Eduardovna exhibition response  
Lab Time:  Work on Project 1  
HW:  Complete Project 1 and write a 500-word artist statement about your work and post on blog. An artist statement can be a short straightforward statement about your approach and intentions but it doesn’t have to be! Artist statements are often creative in form (poem, letter, grocery list, etc.) or creative in content (tell a lie, declare a manifesto, etc.) Due Oct 2.

| Wednesday  | Oct 2 – Project 1 Portrait Critique  
DUE:  Project 1 with Artist Statement  
DUE:  Tutorial 04  
Class Critique:  Project 1  
HW Read 04:  Russolo, “The Art of Noises” and Gerlach, “The Aesthetic Potential of Sound” (due Oct 9)  
HW Blog 04:  Post an example of sound art from UBUWEB and write a 300-word analysis. You may discuss the work in terms of the readings. You may not post on something that has already been posted
### Week 7 Digital Audio

**Monday Oct 7 – Intro to Sound and Recording**

- **Lecture:** Project 2: Sonic Conversation
- **Lecture:** Principles of Sound (Sound waves, Interference, Digital Sound, Sampling)
- **Lesson:** Microphones and Field Recorders
- **HW Tutorial 05:** Handy Recorders video & Principles of Sound (due Oct 15)
- **HW Project 02:** Sonic Conversation. (Draft due Oct 21; critique due Oct 28.) Bring in sounds for next week.

**Wednesday Oct 9 – Sound Art History & Audacity**

- **DUE:** Blog 04 Sound art examples from UBU
- **Lecture:** Sound Art, Noise, & the Avant-Garde: Sampling, Appropriation, and Contrast
- **Lesson:** Introduction to Audacity (Tracks, Time Shift, Selecting, Envelope)
- **Lab Time:** Work on Project 2
- **HW Read 05:** Howard-Spink, “Grey Tuesday” (due Oct 16).
- **HW Blog 05:** Quote a passage from the reading that captures your attention and write a 300-word response explaining why that concept is of interest (due Oct 16).

### Week 8 Digital Sound continued

**Tuesday Oct 15 – Monday Classes Meet on Tuesday**

- **DUE:** Tutorial 05
- **Lesson:** Manipulating Sound in Audacity (Cut / Copy / Paste, Duplicate / Split, Submixing with Quick Mix, Effects)
- **Lab Time:** Work on Project 2
- **HW Tutorial 06:** Audacity Tutorials (due Oct 21)

**Wednesday Oct 16 – Working with Digital Sound**

- **DUE:** Blog 05 Grey Tuesday response
- **Lab Time:** Work on Project 2
- **HW:** Continue Project 2 - Draft due Oct 21!

### Week 9 Digital Sound continued

**Monday Oct 21 – Group Critiques of Project 2 drafts**

- **DUE:** Project 2 Draft
- **DUE:** Tutorial 06
- **Group Crit:** Sonic Conversation
- **Screening:** “Copyright Criminals”
- **Lab Time:** Revise Project 02 & Individual Meetings
- **HW:** Revise Project 2
- **HW Blog 06:** Read “The Ecstasy of Influence” (due Oct 28)
HW Blog 06: Write a 300-word response to “The Ecstasy of Influence” and, for extra credit, write an additional 300-word response in which you discuss “Copyright Criminals” in relation to the reading (due Oct 28). We will screen “Copyright Criminals” in class. The film is also on reserve in the Newman Library, and is available on Netflix streaming.

Wednesday Oct 23 – Compression / Lab Time
Lesson: Exporting and Compression
Lab Time: Work on Project 02
HW: Complete Project 2 and Artist Statement 2 and post on blog

Week 10 Critique Project 2 & Intro to Animation

Monday Oct 28 – Sonic Conversation Critique
DUE: Project 2 with Artist Statement
DUE: Blog 06 Copyright Criminals response
Class Critique: Project 2
HW Tutorial 07: Lynda Foundations of Animation Ch 1, 2 (due Nov 4)
HW Read 07: Animation readings (due Nov 4)
HW Blog 07: Write a 300-word response to Read 07 (due Nov 4)

Wednesday Oct 30 – Intro to Animation
Lecture: Project 3: Animated Proverb
Screening: Animation Art
Lesson: Introduction to the animation palette, frame-by-frame techniques, frames from layers, tweens
HW Project 03: Animated Proverb (storyboard due Nov 4, draft due Nov 11, project due Nov 18)

Week 11 Animation continued

Monday Nov 4 - Frame-based animation continued
DUE: Blog 07 “Seeing the Brick” and “Cameraless Animation” response
DUE: Project 3 storyboard
DUE: Tutorial 07
Lesson: Animated GIF exercise
Lab Time: Work on Project 3
HW Tutorial 08: Lynda Foundations of Animation Ch 3, 4, Lynda Animated GIFs (due Nov 6)
HW Read 08: Manovich, “Principles of New Media” (due Nov 11)
HW Blog 08: Write a 300-word response to Read 08 explaining one of Manovich’s five principles
HW: Continue Project 3

Wednesday Nov 6 – Rotoscopying
DUE: Tutorial 08
Lesson: Adding Video Layers
Lesson: Rotoscopying
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**Lab Time:** Work on Project 3

**HW Tutorial 09:** Lynda Photoshop Essentials Ch 22, Lynda Video Graphics & Animation, Rotoscopying (due Nov 13)

**HW:** Continue Project 3 - Draft due Nov 11!

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**● Week 12 Animation continued**

**Monday Nov 11 – Group Critiques of Project 3 drafts**

**DUE:**  
Project 3 Draft

**DUE:**  
Blog 08 Manovich response

**Group Crit:**  
Animated Proverb

**Lab Time:**  
Revise Project 03 & Individual Meetings

**HW:**  
Revise Project 3

**HW Read 09:** Actually, it’s a screening! Watch the three-part interview with Layne Hartsell and Michel Bauwens of the Peer-2-Peer Foundation: http://p2pfoundation.ning.com/profiles/blogs/layne-hartsell-with-michel-bauwens (due Nov 20)

**HW Blog 09:** Write a 300-word response to an issue that interests you from the p2p screening (due Nov 20).

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**Wednesday Nov 13 – Animation Lab Time**

**DUE:**  
Tutorial 09

**Lab Time:**  
Work on Project 3 & Individual Meetings

**HW:**  
Complete Project 3 and Artist Statement 3 and post on blog

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**● Week 13 Critique Project 3 & Intro to Final Projects**

**Monday Nov 18 – Animated Proverb Critique**

**DUE:**  
Project 3 with Artist Statement

**Class Critique:** Project 3

**HW Final:**  
Write a 1-page proposal for your final project for peer feedback (due Nov 25)

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**Wednesday Nov 20 – Final Project Workshop**

**DUE:**  
Blog 09 p2p responses

**Conversation:** Final Project Proposals — Peer Feedback & Individual Meetings

**Lab Time:**  
Work on Final Project

**HW Final:**  
Continue Final Projects

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**● Week 14 HTML**

**Monday Nov 25 – Intro to HTML**

**DUE:**  
Blog 10 Final Proposals

**Lecture:**  
Intro to HTML

**Lesson:**  
Hello World! Exercise (Making a page, Adding text, title, background color)

**HW Tutorial 10:** HTML and FTP (due Dec 4)

**HW:**  
Continue Final Project
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Wednesday Nov 27 – No Class- Thanksgiving

● Week 15 HTML continued & Final Prep

Monday  Dec 2 – Multimedia & FTP
Lecture:  Hyperlinks and Hypertext
Lesson:  Embedding multimedia files
Lesson:  FTP your work to your FTP site
Lab Time:  Work on Final Project
HW:  Continue Final Project

Wednesday Dec 4 – Final Project Lab Time
DUE:  Tutorial 10
Lab Time:  Individual meetings and work time for Final Project
HW Final:  Post the link to your final project and your artist statement on the blog. Due Dec 9
Extra Credit:  Ira Eduardovna Talk and Closing Reception. 6 PM. More info to come!

● Week 16 Final Critiques

Monday  Dec 9
Final Projects Due: All work due at beginning of class!
Critique Group 1:  Final Project Critiques

Wednesday Dec 11
Critique Group 2:  Final Project Critiques

● Final Exam TBD