UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	May 2006
COURSE REVISED IMPLEMENTATION DATE:	January 2012
COURSE TO BE REVIEWED:	October 2017
(six years after UEC approval)	*(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

VA 271	Faculty of Arts – Visual Arts	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

New Media I – Introduction to Electronic Media
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course offers an introduction to the language, content, and methods of audiovisual new media art. Students are introduced to concepts, techniques, and strategies for the design and composition of new media artworks. These works are interdisciplinary in nature and grounded in cultural practices that will be explored during the course. Concepts grounding new media such as collage, database form, time-based composition (motion graphics, animation, sound), integration of image and sound compositions, and new approaches to presentation and projection will be explored. The overall objective of the course is to develop skills in hands-on production in the context of an understanding of the basic forms and discourses of contemporary media art practice.

Note: Students with credit for VA 171 cannot take this course for further credit.

PREREQUISITES: General competency with computers; VA 115 or VA 116 is strongly recommended.
COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces: **VA 171**
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: **60**

STRUCTURE OF HOURS:

Lectures:	**12**	Hrs
Seminar:	**12**	Hrs
Laboratory:	**18**	Hrs
Field experience:		Hrs
Student directed learning:	**18**	Hrs
Other (specify): Demos		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **17**
Expected frequency of course offerings: Annually
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☒ No

Course designer(s): **Toni Latour (Course reviewed by Kenneth Newby)**

Department Head:	**Tetsuomi Anzai**	Date approved:	**May 20, 2011**
Supporting area consultation (Pre-UEC)		Date of meeting:	**September 23, 2011**
Curriculum Committee chair:	**Susan Fisher**	Date approved:	**September 16, 2011**
Dean/Associate VP:	**Jacqueline Nolte**	Date approved:	**September 16, 2011**
Undergraduate Education Committee (UEC) approval		Date of meeting:	**October 28, 2011**

LEARNING OUTCOMES:

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

1. Demonstrate hands-on production of audiovisual time-based media
2. Demonstrate the ability to integrate sound, motion, and images in a production
3. Articulate and interpret various visual and textual discourses that surround new media art disciplines including installation art and site specific art
4. Practice the diverse possibilities within media art production

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Course content is explored through student presentations, reading assignments, individual projects, visual presentations of time-based work, technical demonstrations, class critiques and discussions.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☒ Portfolio assessment ☒ Interview(s) ☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

New Media: The Key Concepts. Nicholas Gane, David Beer. Berg Publishers; 1st edition 2008

SUPPLIES / MATERIALS:

Basic supplies include purchase of a Flash Drive to store and transfer student media projects. It is recommended that students purchase supplies as they need them. Some supplies will be determined by them.

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

80% Portfolio of New Media Projects
20% Attendance/Participation

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

Class 1: Introductions, course outline review, equipment sign out procedures, hallway exhibition areas
Discussion: What is Media? What is New Media?
Viewing: McLuhan's Wake
Class 2: Assign Project #1 Photomontage – Bring a set of drawn textures (pencil, charcoal, ink, paint, etc. for scanning.
Reading: Network
Video Screening and Discussion: Krzysztof Wodiczko
Class 3: Introduction to Photoshop: importing, layers, cutting
Reading: Information
Class 4: View and Critique photomontage projects.
Workshop: introduction to Motion, layering and animating in 2D
Assign Project #2: Animation
Reading: Interface
Class 5: Video screening, lecture and discussion of contemporary installation artists
Workshop: Motion animation techniques, filters and behaviors
Reading: Archive / Database
Class 6: Workshop: Animation in 3D
View examples of 3D compositing works
Reading: Interactivity
Class 7: View and critique Animation projects
Introduction to sound.
Workshop: recording sound
Assign Project #3: Sound Composition
Reading: Simulation
Class 8: Listening: Documents in Sound Art and Aural Culture
Workshop: editing and processing sound
Class 9: Listen and Critique Sound Compositions
Final project proposals and discussion
Class 10: Workshop: displays, screens
Class 11: Workshop: green screen, compositing
Class 12: Open Class
Class 13: Final Project Presentations