ASTU 2450.501  
Introduction to New Media Art  
Mondays and Wednesdays  
8:00am-10:50pm  
ART 251  
Professor: Martin Back  
Office: n/a  
Office Hours by appointment  
martin.back@unt.edu  

DESCRIPTION  
ASTU 2450 is a foundational course, an introduction to studio practices which are focused on the intersection of art and technology with a specific focus on time-based image, interactive artwork, virtual reality, and interdisciplinary media. This course is structured around three components: studio work, the development of technical skills, and an introduction to the broad field of new media/art and technology/electronic and time-based arts. Artistic voice will be emphasized over technical skill.

ASTU 2450 is a learning laboratory for media art making from brainstorming through to finished work. Students are encouraged to mix media, taking clues from a rich tradition of avant-garde experiments and hybrid forms. All projects must incorporate digital or other electronic technè in some or all stages of process, though final works may incorporate traditional materials as well. The studio establishes a collaborative learning environment, wherein all participants take turns sharing their expertise and discoveries in a laboratory of emerging technologies.

COURSE STRUCTURE  
This content of this course will be delivered through lectures, screenings of films and videos, listening sessions, hands-on demonstrations, investigative technical exercises, readings, presentations and assignments.

LEARNING AND COURSE OBJECTIVES

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>Understand the history, current issues, and direction of the artistic</td>
<td>Acquire basic knowledge of the history, current issues, and direction of New Media Art. Acquire basic knowledge of the history, theory, and</td>
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<tr>
<td>discipline</td>
<td>criticism of film, video, technology, digital art and design.</td>
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<tr>
<td>Place works in the historical, cultural, and stylistic contexts of the</td>
<td>Begin to place works in historical, cultural, and stylistic contexts of New Media Art, including their position within larger contexts and</td>
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<tr>
<td>artistic discipline</td>
<td>systems and their influence on individuals and society.</td>
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<tr>
<td>Use the technology and equipment of the artistic discipline</td>
<td>Develop basic knowledge of concepts related to the visual, spatial, sound, motion, interactive, and temporal elements and features of digital technology and principles for their use in the creation and application of New Media Art-based work. Begin to understand what is useful, usable, effective, and desirable with respect to user/audience-centered digitally-based communication, objects, and environments.</td>
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Skills: What students should be able to do

| Use the elements and principles of art to create artworks in the artistic discipline | Begin to apply narrative and other information or language structures to organize content in time-based or interactive media. Develop the ability to organize and represent content structures in response to technological, social, and cultural systems. |
| Create artwork that demonstrates perceptual acuity, conceptual understanding, and technical skill | Begin to understand characteristics and capabilities of hardware and software and their implementation in expressive, functional, and strategic applications. Implement processes for development of digital art and design (ex: storyboarding, concept mapping, use of scenarios or personas) |
| Analyze and evaluate works of art in the artistic discipline | Participate in analysis and evaluation of works of New Media Art. |

Synthesis: How students will combine knowledge and skill to demonstrate learning

| Produce artworks demonstrating technical skill and disciplinary knowledge | Produce works of New Media Art that demonstrate basic skill and disciplinary knowledge. |
| Use knowledge of art and disciplinary vocabulary to analyze artworks | Participate in critique of own works and the works of others using the vocabulary of New Media Art and demonstrating a beginning ability to analyze and synthesize aspects of human interaction in technological communication, objects, and environments. |
| Participate in critiques of own work and work of others | |
| Work in teams and organize collaborations among people from different disciplines. | Begin to work in collaborative teams with individuals from different disciplines. |

TEACHING PHILOSOPHY
You don't go to college, or attend this class, to get a grade. You get a grade as a result of going to college and attending this class. Focus less on the temporary status afforded to you by achieving a certain grade and more on the holistic experience of participating in your own learning. You will get out of this course what you put into it. My role is to provide the necessary historical, theoretical and practical foundations for you to succeed in this course. I am also here to provide motivation in the form of assigning grades and to assist you in learning how to learn and learning how to fail. With regard to the production of artwork, sometimes a grand failure will teach the artist more than a less than resounding success. You must meet me halfway and participate in all discussions, demonstrations and mentoring sessions by being prepared (having all your materials in order to make work), asking questions, and engaging in artistic and intellectual curiosity. You are responsible for attending every class session. You must work in either the classroom or the CAVE on scheduled studio days.

COURSE REQUIREMENTS AND CLASSROOM BEHAVIOR
You are expected to be prepared for class. This means being prepared to participate in discussions, ask questions about content presented during lectures and being pro-active about project deadlines. Reading unrelated materials, excessive talking to neighbors, and any kind of phone use are all unacceptable during class time. This activity will be noted and reflected in your grade.

Turn in assignments on time. Late assignments will not be accepted. Excessive absences and late arrival to class will be noted and reflected in your grade. Participate consistently and
thoughtfully in all class discussions and critiques, especially for those of which are not your own. Respect your peers’ opinions, orientations, histories, beliefs, and experiences. Pay attention, ask questions and work hard.

EMAIL ETIQUETTE
- I am perfectly amenable to you contacting me by email. However, when you send me (or any other faculty) an email, please include some form of salutation. For example, you might write me:

   Hello Martin, (or Professor/Mr. whatever is comfortable for you)

I am curious about such and such subject matter discussed today in class and where I might find more information.

Thank you,
Deborah Fort

Professionalism in email exchanges goes a long way. Remember this for the future.

PHONE USE
Upon entering the classroom, please power off/silence/put phone in airplane mode and place on the shelf next to the door.

*I reserve the right to change the syllabus and schedule as needed and at my discretion.*

Health & Safety Area Specific Information: New Media Art

1. Hazards of Materials
   Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact.

2. Best Practices
   Though not much is generated, the New Media technician is certified for handling Hazardous Waste by the University of North Texas. For installations or sculptural elements, please cross-reference with other area specific information as needed.

3. Area Health & Safety Rules
   All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor.

   - Follow all CVAD Health and Safety handbook guidelines (the handbook should be reviewed by your instructor) and can be found here: https://art.unt.edu/healthandsafety.
   - Follow the CVAD Waste Management Chart in the classroom and other health & safety guidelines posted.
   - In case of emergency, call campus police at (940)565-3000 or call 911
   - File an incident report (forms may be found in the CVAD H&S handbook and in the main office) within 48 hours of the event).
   - Do not prop classroom doors. Doors are to remain closed to ensure the building HVAC and ventilation work properly.
   - No food or drink in the studio.
   - There is absolutely no food or drink allowed in the CAVE or studio at any time.
• Your class and experience level determine the level of your CAVE privileges and access to certain equipment.

• Be mindful and respectful of all CAVE rules and procedures.

• If you see something out of place, please inform an instructor, tech or student worker immediately.

• If you need assistance moving, lifting, hanging, drilling, cutting, etc., ask someone for help before attempting the action by yourself. If you don’t know how to use something, ask. Part of a successful art making community is a willingness to assist fellow artists.

• Practice common sense and always be aware of your surroundings. Even if you are not working with something dangerous, someone around you may be.

• Wear appropriate safety equipment and clothing if you are using or around power tools, heavy objects, chemicals, dust, fumes, etc. Do not wear loose clothing or jewelry when using power tools. Closed toe shoes should be worn during construction and installation of work. Wear a respirator if you are working with any noxious fumes (smoke, spray paint, resin, etc.).

• Do not use force on any piece of equipment.

• Do not remove furniture from rooms or borrow furniture from rooms without permission.

• If something breaks, please tell a tech, student worker or instructor immediately.

• You must leave enough time at the end of open lab or class time to clean up, and return equipment to the cage.

• Do not create “daisy chains” with multiple electric cords and practice proper cable management.

• Do not block doorways or block access to lights.

• Paints, chemicals, dyes, and oil must be disposed of by UNT Risk Management Services. Do not pour any of these items onto the ground or down a drain.

• First aid kits are found in each New Media Area. Notify an instructor, technician, or student worker if supplies are low.

• Report any safety issues IMMEDIATELY to your instructor.

• All courses must engage in an end of the semester clean up.

• Safety Data Sheets (SDS) for studio materials are maintained by area technician.

• Follow the CVAD CONTAINER POLICY (see below)

There are 3 types of labels used in CVAD.

All containers must have a label identifying the contents at all times.

UNIVERSAL LABELS (while chemical is in use):
All secondary/satellite containers for hazardous materials (or what might be perceived as hazardous -i.e. watered-down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents) must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice. Labels can be found in the studios. All containers must be marked with your name, contents and date opened.
UNIVERSAL WASTE LABELS (when material is designated as waste):
All containers solely containing a universal waste must have a universal waste label identifying the contents as “Universal Waste - (type of universal waste)” that are designated as waste for proper disposal. The label must also include the date the first item of universal waste entered the container.

HAZARDOUS WASTE LABELS
All hazardous waste containers must have a label identifying the contents as hazardous. Labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item. All constituents should equal 100%.

NEW MEDIA CHECKOUT POLICY
• Currently, Equipment Checkout (354a) is on a first come, first served basis. Depending on the course/s you are enrolled in, some of the equipment might not be available to you or only available to be used in the Studio Classroom, or Cave.

• Equipment can be checked out for exactly 3 days (72 hours) from the time of checkout. For example, if an item is checked out at 3:23pm on Monday it is due no later than 3:23pm Thursday of that same week.

• Because the equipment is shared across all New Media Courses, returning equipment late is extremely disrespectful to your fellow classmates and the New Media Program as a whole. Please be very diligent about returning your equipment on time. If tardiness becomes excess you will lose all privileges to check out New Media equipment.

• If any equipment is damaged, lost, or stolen while checked out under your name, you are responsible for the repair or replacement of that equipment. A hold may be placed on your academic record (and you may receive a grade of “Incomplete” in any New Media courses in which you are enrolled) until the repair or replacement has been made.

PROJECTS
1. Video Art
   20 points

2. Virtual Reality/TiltBrush
   20 points

3. Digital Fabrication
   20 points

4. Interdisciplinary and collaborative (with Fibers students) media installation
   20 points
STUDENT EVALUATION
Students will be evaluated by their participation in class, demonstration of technical skill by way of assignments, attendance and punctuation and by the quality of their original work. Refer to each project sheet for project-specific grading criteria/rubric.

PRESENTATION TOPICS
- Fluxus
- Nam June Paik and Charlotte Moorman
- Steina and Woody Vasulka
- Tony Conrad
- Jenny Vogel
- John Cage
- Laura Splan
- Paula Gaetano-Adi
- Whitney Brothers
- Benton C Bainbridge
- Archangel Constantini
- Mohrehshin Allahyari
- Eduardo Kac
- Stelarc

*The criteria for each presentation is as follows: approximately 15-20 minutes in duration, be accompanied by a slideshow in pdf format, and examine how each artist, art event or art movement relates to the development of media and new media art. Do not reference Wikipedia. Presentations will be graded on a 5 point scale: duration, formatting, thoroughness, relevance, and research.*

THEMES

MATERIALS
- External hard drive: minimum 500GB, 7200rpm
- Headphones (not ear-buds)
- UNT email—this is how we will communicate
- Access to Canvas

GRADING
A = Excellent (100-90%)
B = Above Average (89-80%)
C = Average (79-70%)
D = Inferior (69-60%) [passing but not necessarily satisfying degree requirements]
F = Failure (59% or below)

Excellent = the student has attended every class, completed projects above and beyond what was required by the deadline, has participated to the fullest of his, her or their ability, has received and reflected on criticism and has offered helpful criticism to their peers.

Above Average = the student has missed very few classes, completed rigorous projects by the deadline, participated in most discussions, has received criticism well and has offered criticism to their peers.
Average = the student has missed some class, fulfilled most of the project requirements, has participated inconsistently in class discussions and critiques.

Inferior = the student has missed more classes than allowed, fulfilled some of the project requirements, has missed deadlines and participated very little in discussions and critiques.

Failure = the student has completed little course work, has missed many classes and has not participated in discussions or critiques

Participation (your willingness to participate in discussions, raise issues, and ask questions) will be evaluated on a 15 point scale. 5 points for each of the considerations mentioned above.

Ultimately, the student will be graded on 4 projects at 20 points per project, presentations worth 5 points and participation (classroom behavior and attendance), which is worth 15 points.

ATTENDANCE POLICY

Regular and punctual attendance is mandatory.

Three absences will be tolerated.

More than three absences will require a note from a doctor or a note from the art office excusing the absence for a reason covered under UNT policy 06.039 (Student Attendance and Authorized Absences) in order to be counted as excused.

More than three absences will lower your final grade by one letter grade per additional absence (4 or more) 4 absences = B, 5 absences = C, 6 absences = D, 7 absences = F.

Most lectures, demonstrations, and assignments will occur at the beginning of class periods and will not be repeated for those who come in late. If you are late to class, you will need to notify me at the end of the class period to replace an absence with a tardy. Three tardies will constitute an absence.

A tardy is considered to be arrival 5 minutes after the beginning of class.

Examinations, quizzes, and in-class assignments missed may only be made up with an official doctor’s excuse or note from the art office excusing the absence for a reason covered under UNT policy 06.039 (Student Attendance and Authorized Absences).

Critiques missed may not be made up and grades will reflect the student’s failure to participate in the critique discussions.

LATE WORK / MAKE-UP POLICY

Late work may be accepted if the student provides proof of an acceptable mitigating circumstance: serious illness, death of a family member, or other circumstance if approved by the instructor.

ACADEMIC INTEGRITY

According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.
ADA ACCOMMODATION
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

HEALTH & SAFETY PROGRAM
Students are required to follow the Department of Studio Art Health and Safety guidelines and are required to complete training for each studio course. The goal of the Studio Art Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of North Texas’ Office of Risk Management. Please visit the website for details and the departmental handbook: https://art.unt.edu/healthandsafety.

ACADEMIC MISCONDUCT
In order to provide a campus environment that is conductive to academic endeavor and growth, the UNT Code of Student Conduct and Discipline provides regulations and guidelines governing student behavior. The code provides penalties for misconduct, including academic dishonesty, which includes all forms of cheating and plagiarism, including attempts to circumvent attendance procedures. The term cheating includes, but is not limited to a) use of any unauthorized assistance in taking quizzes, tests, or examinations; b) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; or d) any other act that is designed to give a student an unfair advantage.
This policy protects honest students from unfair competition with dishonest students who seek to gain advantages by cheating. Students who become aware of suspicious activities should notify me as soon as possible. Acts of academic dishonesty will result in a grade of ‘F’ in the course as well as disciplinary action.

EMERGENCY NOTIFICATION & PROCEDURES
UNT Emergency Guide: http://guidebook.com/app/emergency/guide/unteitmerge...
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to the course management system for contingency plans for covering course materials.

ACCEPTABLE STUDENT BEHAVIOR
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.
SEXUAL DISCRIMINATION, HARRASSMENT & ASSAULT
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources. UNT’s Student Advocate she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648.
SYLLABUS CONTRACT: You are required to sign the syllabus contract. The attached art waiver form is optional (but strongly suggested).

LIABILITY RELEASE (REQUIRED)
I understand that there will be some danger in connection with my participation in this New Media Art studio class because certain injuries may occur in carrying out these activities. After good and valuable consideration, I assume responsibility for all possible injuries resulting from my participation and hereby voluntarily agree that in the event of any accident, injury, loss of property, or other difficulty incidental to the activities or transportation to and from the activities, I will not make any claim of any kind against UNT or its agents, employees and representatives and/or students, and agree to hold said UNT, its employees and representatives and/or students harmless from any and all liability and legal responsibility. I recognize that I alone am responsible for my safety and health and based on my present knowledge of the correct methods and being of legal and adult age, I accept the responsibilities and possible injuries involved in these activities. I further agree to become familiar with the rules and regulations of UNT concerning student conduct and to not violate said rules or any directive or instruction made by the person or persons in charge of said activities and I will assume the complete risk of any activity done in violation of any rule or directive or instruction.
I understand that I am urged by UNT to obtain adequate health and accident insurance.

BACK SYLLABUS CONTRACT AGREEMENT: ASTU 2450

Printed name___________________________________

Year and semester______________________________

Signature______________________________________

Date__________________________________________

A parent or legal guardian must sign for persons under age 18.
I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in ________________ (name of course). By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2. Scope of permission. This permission extends to the use of the described work and images of such work: 1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; 2) for public display in the galleries or on the campus of UNT or on the UNT website; 3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3. Certificate of ownership. I am the owner of all the work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4. Privacy release. I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5. Signature. By signing below I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

Printed name: ________________________________

Signature: ________________________________

Date: ________________________________
**SCHEDULE**

**Week 1**

January 14  
*Introductions, Overview of art and technology, making work*  
*IMX-Intel*

January 16  
*Review of Syllabus, Schedule and Safety*  
*Screenings: Avant Garde Cinema*

**Week 2**

January 21  
MLK: No Class

January 23  
*Fluxus Presentation*  
*Screenings: Video Art*  
*Project 1 introduced*  
*Shooting video*  
*Adobe Premier*

**Week 3**

January 28  
*Nam June Paik/Charlotte Moorman presentation*  
*Adobe Premier*

January 30  
*Sound and sound design*  
*Recording sound*  
*Working with sound in Premier*  
*Work Day*

**Week 4**

February 4  
*Steina and Woody Vasulka presentation*  
*Critique, group 1*

February 6  
*Critique, group 2*

**Week 5**

February 11  
*Tony Conrad presentation*  
*Project 2 introduced*  
*VR best practices*  
*Tilt Brush Demo*
Fluxus Workbook

February 13
*Tilt Brush demo continued
*How to Draw Pictures of a Dead Hare: from idea to art with Joseph Beuys

Week 6
February 18
*John Cage presentation
*Google Blocks demo

February 20
*Contemporary VR artworks
*Brainstorming session in collaborative teams and with faculty

Week 7
February 25
*Work Day

February 27
*Critique all

Week 8
March 4
*Benton C. Bainbridge presentation
*Project 3 introduced
*Overview of digital fabrication software: Photoshop, Illustrator, TinkerCAD
*Overview of digital fabrication hardware in FABLAB

March 6
*Digital Fabrication review
*Digital Fabrication workflow and best practices

Week 9
March 11-15 no classes. Spring Break!

Week 10
March 18
*Laura Splan presentation
*Digital Fabrication/scanning
*Structure Sensor
*Creaform Scanner

March 20
*Martin out of town

Week 11
March 25
Martin out of town

March 27
Work Day

Week 12
April 1
Morehshin Allahyari presentation
Critique, group 1

April 3
Critique, group 2

Week 13
April 8
Archangel Constantini presentation
Project 4 introduced
Video installation vs. single channel video
Art world examples

April 10
Video projection equipment, safety, best practices
Introduction to video mapping software

Week 14
April 15
Brainstorming session with collaborative team and faculty

April 17
Collaborative teams meet with Faculty

Week 15
April 22
Work Day

April 24
Work Day

Week 16
April 29
Critique, group 1

May 1
Critique, group 2
DEADLINES AT A GLANCE
January 21: signed syllabi contracts
February 4-6: 1st project critique
February 27: 2nd project critique
April 1-3: 3rd project critique
April 29-May 1: 4th project critique