

Advanced Media•Audio•Video VAS3356 Fall 2015
Department of Visual Arts
Faculty of Arts and Humanities, Western University

Class time: Thursdays 11:30-2:30

Location: VAC room 135/lab 134

Professor Daniela Snepova

Office VAC211. Office hours: Wednesday 1:00-2:00, or by appointment.

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We live in a world where the screen has become a major interface for our culture. Video art, which exists only in conjunction with a screen (but not necessarily a flat rectangle), bridges a number of media practices including performance art, experimental cinema, broadcast television, sound art, music production, photography, sculpture and animation. Sound fills our everyday environments in a myriad of forms, but gets much less attention than visual media. The Audio component of this course involves an exploration of our sonic environment, both natural and constructed.

Advanced Media will take a closer look at the reciprocal relationship of sound and image across varied practices. Highlighted will be the history of audio and video art and its intersections both with other art genres and with commercial practices that utilize these media. The objects we refer to as “video” and “audio” are technologies that possess a range of social and cultural uses and meanings and possibilities. This course will explore their theory and practice in relation to contemporary art through lectures, screenings, listening sessions, discussions, readings, lab experimentation and studio projects.

Learning outcomes:

1. Advanced media will develop student technical skills in the use of the camera, lighting, and editing (Premiere Pro), and in audio production (mic technique, sound processing, mixing, editing).
2. Examining and understanding theoretical concepts related to the study of video and audio art and developing student analytic skills will enable students to better understand and articulate how meaning is created and structured through audio-visual practices.
3. The course will outline the historical development of moving image and audio techniques and technologies, their social and economic contexts, and the relationships between their aesthetic and political values.
4. Students will use these media as critical, discursive and expressive tools to develop creative works; to better understand the potential viability of their works; and to utilize reflection on their course work to explore and develop further projects in order to create a body of work for portfolios.

Evaluation:

Assignment 1 <i>Gesture</i>	22 %	Due Oct. 1
Assignment 2 <i>Time</i>	22 %	Due Nov. 5
Assignment 3 <i>LIGHT</i>	22 %	Due Nov. 26
Assignment 4 <i>online Portfolio</i>	10 %	Due Dec. 3
Assignment 3 in-class exercises	10 %	ongoing
ex 1 <i>rig</i>-solo		
ex 2 <i>walk</i>-group		
ex 3 <i>story</i>-solo		
ex 4 <i>sound1+2</i>-solo		
ex 5 <i>light</i>-group		
Participation/attendance	14%	

Studio Assignments: Detailed descriptions of the studio assignments are available on-line via Owl. All completed studio assignments must include a 1-2-page (double spaced) artist statement that explores the conceptual and formal decisions the artist has made in relation to the assignment. This statement is not to be a description of what we see or hear or a defense of the project. Instead, it should demonstrate your ability to think critically about your work using concepts from class. You should also hand in preliminary sketches, notes, and research as documentation of the development process for **each** project. You will be expected to be regularly compiling this collection of materials throughout the term so that they can then be used in your class on-line portfolio. Students enrolled in the fourth year version of the course will have the option of developing their own, specific projects for assignments two and three.

Grading and Evaluation: Student performance will be based on an evaluation of:

1. Participation and attendance in class activities, active engagement in class discussions and critiques, including any assigned online discussions.
2. Innovation and determination in studio work as demonstrated in class projects and assignments. Grades for studio assignments are based on 4 categories: creativity, conceptual development, technical execution and resolution (the relationship between the concept and its manifestation).
3. A demonstrated understanding of relevant issues and theoretical problems introduced in the class, and the ability to integrate them into studio work and assignments.

ACADEMIC INTEGRITY: Do not hand in work you created in or for another class, or work done by someone else (including words, ideas, images, or sounds). This is considered plagiarism, a serious scholastic offense resulting in an F on the assignment or in the course or ultimately in expulsion. For more information see the University's document on plagiarism in the undergraduate student handbook. If you use any material you did not create yourself you are responsible for **citing it** appropriately. In the case of a media work this means you must acknowledge all stills, video/film clips and audio, including music. If you intend to have your piece broadcast, you would need to get signed contracts and releases for all material included and for all the identifiable people who appear on screen.

In-class exercises will vary from week to week. Instructions will be handed out at the beginning of each class in which they are to occur. A detailed class schedule is available on-line on Owl.

Participation/attendance: You are expected to attend every class. Many in-class exercises build on knowledge acquired from class to class that you must participate in. You are expected to complete all reading assignments and actively engage in discussions. Pop quizzes related to the readings may also be given.

Readings: Will be available on Owl. A detailed reading schedule is on-line.

Materials: sketch book for notes and storyboards or to use as a log book. A Mac compatible portable storage device to back up your files – minimum memory 32GB. If you would like to work from a portable device and not just use it as storage, you should purchase a HD that runs at 7200 and has a fast connection like thunderbolt or firewire800. For just backing up your files, a normal USB hard drive is fine. An SDcard min. 16GB is needed for cameras and audio devices.

Rules to know

- ◆ Attendance is mandatory for all screenings, workshops, reading discussions and lectures. In the case of group assignments, you are responsible for keeping in contact with your group outside of class time in order to complete all required assignments.
- ◆ Missing class time without proper (medical or other) documentation will have a negative impact

on your final grade. Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons. All documentation must be submitted to the Academic Counseling office of a student's home Faculty. For UWO Policy on Accommodation For Medical Illness, see: <http://www.uwo.ca/univsec/handbook/appeals/medical.pdf> (downloadable Student Medical Certificate -SMC): <https://studentservices.uwo.ca> under the Medical Documentation heading.

- ◆ Being consistently late for class will be penalized. If you are more than 20 minutes late for class, you will be marked as absent.
- ◆ Refrain from using cell phones or email during class time, since we only have 3 hours each week.
- ◆ All assignments must be completed; failure to do so will result in an automatic F for the course.
- ◆ Assignments and papers not directly handed to me must be handed in at the VA main office for date stamping. Each assignment must be clearly labeled with: instructor name, student name, assignment, course title and number. Owl does not support video files, so digital video assignments must be handed in on the teaching station, on a USB stick, hard drive or a DVD.
- ◆ Late assignments will lose 5 points for each day late. Assignments more than 7 days late will not be accepted.
- ◆ You must keep a **copy** of all submitted projects/papers. **Back up** all of your digital projects (often). In case of lost materials, **you are responsible** for providing a replacement.

Mental Health Policy:

Students who are in emotional/mental distress should refer to Mental Health@Western http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help.

OWL:

All students will have access to the OWL Sakai course site: <https://owl.uwo.ca/portal/site/owldocs>

Visual Arts Undergraduate Grading Guidelines – Studio:

90-100 (Outstanding, A+)

The **studio work** shows significant originality and exhibits a high degree of critical engagement. Sophisticated analysis and synthesis involving complex theoretical and conceptual thinking are demonstrated. Mastery of complex ideas is immediately evident. The studio work has originality, clarity and ambition. The project is treated with sensitivity and subtlety of thought. The quality of the background preparation and research, engagement with process and outcome of the studio production is exemplary.

80-89 (Excellent, A)

The **studio work** shows originality and exhibits a high degree of critical engagement. The work is clearly focused and intelligently presented. Mastery of complex ideas is demonstrated. The studio work has clarity and ambition. The quality of the studio production immediately engages the viewer. The studio work has been sufficiently developed and demonstrates mastery of techniques so that results are compelling. Background preparation and research, engagement with process and outcome of the studio production is impressive.

75-79 (Very Good, B+)

The **studio work** shows above average analysis, critical thinking and independent thought. It demonstrates a clear awareness of the parameters of the assignment and a very good attempt to respond creatively to them. The work demonstrates reasonable depth and/or breadth and engages in a production that is appropriate to the level of the course. The quality of studio work engages the viewer and demonstrates above-average mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is very good.

70-74 (Good, B)

The **studio work** shows a satisfactory attempt at analysis and critical thinking. It shows a good attempt to respond to assignment parameters. The work demonstrates some depth and/or breadth, making references to appropriate course material/art context. The studio production engages the viewer and demonstrates a sufficient mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is satisfactory.

60-69 (Competent, C)

The **studio work** demonstrates adequate engagement with the project. It shows an attempt to respond to assignment parameters but does so at a very basic level that lacks creativity. Engagement with studio production demonstrates basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is competent.

50-59 (Marginal, D)

The **studio work** shows less than adequate engagement with the topic and with the material covered by the course. The studio work waivers in its attempt to respond to assignment parameters and tends to be simplistic. Engagement with studio production demonstrates less than a basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is less than satisfactory.

Below 50 (Unacceptable, F)

The **studio work** demonstrates a failure to comprehend/engage the topic. The studio work is incomplete and lacks redeeming creative merit. The work clearly does not meet the minimal requirements of the assignment. Background preparation and research, engagement with process and outcome of the studio production is unacceptable.

The University of Western Ontario
Visual Arts Department

POLICIES

Student Conduct:

All students will conduct themselves in a manner that will be consistent with the maturity and academic integrity expected of university students. Student conduct shall be consistent with the general laws of the community and with University regulations. Students shall show regard and respect for the rights, safety, and property of all members of the University community and are expected to act in a responsible manner within the University and the community at large.

Attendance:

A student who misses more than 15% of the course hours, without written corroboration for health or bereavement, can be debarred from writing final exams, or participation in final studio evaluations. Note that if a student consistently is absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and can be debarred.

Prerequisites:

You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an anti-requisite course. Lack of prerequisites may not be used as basis of appeal.

If you are not eligible for a course, you may be removed from it at any time, and you will receive no adjustment to your fees. These decisions cannot be appealed.

Plagiarism:

Plagiarism, which may be defined as “The act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own,” will not be tolerated. (Citation excerpted from Black’s Law Dictionary, 1999, 7th ed., p. 1170). (Refer to <http://www.westerncalendar.uwo.ca/2015/pg113.html> or the 2015/2016 Western Academic Calendar, with regards to academic penalties for plagiarism.)

Medical Policy:

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department. See course outline for specific arrangements regarding less than 10% of assignments.

Building Access:

The John Labatt Visual Arts Centre will be closed at 10:30 pm each night. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00 noon-5:00 pm. Students should be prepared to vacate the building promptly at 10:30 pm and 5:00 pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

Please remember:

One of the most important resources for course counselling, special permissions, course changes, grade appeals, etc., is the Undergraduate Chair of Visual Arts, Prof. David Merritt (tel. 519-661-3440; vaugc@uwo.ca). Please note, however, that should you encounter any serious difficulties due to

illness, family emergency, etc., you should consult the Academic Counselor for your Faculty, IGA Building, Room 1N20 (Ms. Amanda Green and Mr. Ben Hakala are the counselors for the Faculty of Arts and Humanities).

The Student Development Centre (WSS room 4111; tel: 519-661-3031; www.sdc.uwo.ca) offers a wide range of useful services to students including workshops on learning skills, career and employment services, and an effective writing program, amongst many more.

The D.B. Weldon Library offers orientation tours from the first week of classes until Thanksgiving, where you will get acquainted with the numerous research resources available. As well, the University libraries have an extremely useful website where you can search the library system, the databases, view your circulation record, renew materials, access your UWO e-mail account, and much more. Check it out at: www.lib.uwo.ca.

Financial Aid Services is your main source of information for OSAP, bursaries, loans, scholarships, and the work-study program which offer part-time positions on campus for Western students. Tel: 519-661-2100; e-mail, finaid@uwo.ca; or check out their website at http://www.registrar.uwo.ca/student_finances/financial_counselling.html