

The University of Western Ontario . Faculty of Arts and Humanities . Department of Visual Arts
Introduction to Contemporary Media ART II Video and Animation



Course: SA2662A **Term:** Fall 2023

Antirequisite(s): Studio Art 2663, the former VAS 2250, the former VAS 2252A/B.

Prerequisite(s): Studio Art 1601 or Studio Art 1605, or the former VAS 1020 or the former VAS 1025, or permission of the Department.

COURSE DESCRIPTION:

This course is an introduction to and exploration of media based arts focusing on the moving image. The objective is to provide students with hands-on production experience while also familiarizing them with the critical, theoretical and historical debates surrounding current technologies. Students will develop the basic technical and conceptual skills for production and critical engagement in areas of the moving image, animation and media culture. Using both analogue and digital technologies, students will produce works in the areas of digital imaging and time-based production: animation, video and audio.

The software we will be utilizing in the class this term in the VA Media Lab includes Final Cut Pro and Audacity. No prior experience with computer arts is required as this course is intended to prepare students for further study and exploration with digital media.

CLASS FORMAT: This weekly 3 hour classes will include lectures, discussions, screenings, presentations, technical workshops, group exercises and lab time. Both solo and group work will be part of the course structure. The class takes place each Tuesday, in person. Check the schedule on OWL for weekly details.

The class **OWL site** is the official site for all materials for this class where you will find schedules, readings, workshop files, notes, links, tech resources, assignment details and assignment upload area as well as a dropbox where you will be able to store files. Check the schedule on OWL for weekly details. Both solo and group work will be part of the course structure.

On-line meetings will be available through zoom via UWO. You must use your UWO email to access zoom and OWL and also to communicate with me.

For **email communication** please include the class number in the subject heading. Use emails for short answers, for more in – depth conversations, please set up an appointment or come to office hours.

While students will have a limited amount of in-class time to experiment and complete assignments, they will also be required to work outside of class time for a **minimum of 6 hours/week**.

COURSE OBJECTIVES:

Upon completing the course, students should be able to:

- Understand and use various software applications for image and sound manipulation
- Have a knowledge of the equipment involved with digital photography, video, and audio production
- Develop skills in the production processes of digital imaging, videography, sound creation and recording, and animation production

- Understand the historical development of various digital and time-based media in order to apply their conceptual potentials to their own contemporary art production
- Articulate one's artwork in a mature manner; visually, verbally and in written form
- Critique others' art work critically and analytically
- Develop appropriate vocabulary for media-based art

COURSE REQUIREMENTS & MATERIALS:

on campus you will have access to equipment sign out on the second floor of VAC which includes DSLR cameras, audio equipment, and lighting equipment. You will need to supply your own memory cards.

- Sketchbook, a selection of pencils, drawing pens
- External storage device: external HD (mac compatible) or USB 3 flash drive (min. 16 GB) to back-up your work
- An SD card (not microSD-a fast card for video with 32Gb or larger) memory for using with cameras and audio recorders
- A pair of headphones (on-ear dj style but without extra base correction that would distort the playback of your audio files) useful for editing audio
- Active Western U e-mail address (communications outside of class will be done via uwo e-mail and web-ct/OWL)
- **An active imagination, an insatiable curiosity and a propensity to “make stuff”**

Required Readings: Course readings are available on OWL. Check the weekly schedule for details.

Grading and Evaluation:

Studio Assignments – details of each assignment will be handed out in class and will be available on-line on OWL in the assignments folder:

Assignment 1 IA Observation exercise 4% Due date: Sept. 19

IB Observation narrative development 4% Due date: Sept. 26

Assignment 2 Intervention gif 15% Due date: Oct. 8

Assignment 3 Time – solo video or animation 27%. Due date: Nov. 7

Assignment 4 SuperNatural (solo or in pairs) video or animation 27%. Due date: Dec. 5

Assignment 5 Website - ongoing 8% - document your work during term and upload to your site. Your hotglue site should document 3 studio assignments 2,3,4, and include related research, development, description, preliminary sketches and links. These need to be updated regularly before critiques.

Studio exercises-ongoing 5%

Ex 1. Group Shot collection in-class - video + lighting

Ex 2. Editing tutorial – solo - in class

Handing in assignments - Most assignments will be submitted/uploaded to OWL. Each assignment has a submission area on OWL. **Any file you submit MUST have your name** on it in the file name, e.g., Jdoe_assign1.mov, Jdoe_assign1.doc. If files are too large, contact professor to make other file transfer arrangements. For in-class critiques for screenings, get to class early to upload your file to the screening station, unless creating a media installation or performance, which would need to be ready for the beginning of class.

Attendance, participation 10 %

This includes engagement in class discussions, active participation in critiques, quizzes, in-class studio exercises, assigned group work and any required on-line posting. Attendance at critiques is mandatory. Arriving on time for class is important.

Put the phones away. Turn off your phone ringers and refrain from texting and emailing during class time.

***You may not record the class.**

Studio assignments are graded on the following criteria:

- technical requirements
- conceptual development of assignments
- technical integration with the idea
- degree of inventiveness and ambition of assignments
- understanding of the theoretical implications of the work
- following assignment requirements
- the progress of conceptual development and skills over the semester

Written work will be graded for grammar, style, research and conceptual development.

Plagiarism is a serious academic offence. You may not hand in a written or studio project that was created for another class, doing so will result in a failing grade. You may not hand in a work created by someone else. Be certain to give citations for all of the sources you utilize in your written work. You must acknowledge any images, video or audio that was not created by you. For studio projects, students may be asked to submit their written work in electronic form for plagiarism checking. (for more information regarding plagiarism see the U.W.O. Calendar.)

AI In this course, students are permitted to use AI tools exclusively for information gathering and preliminary research purposes. It is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments, and perspectives. The use of AI tools can serve as a starting point for exploration, however students are expected to uphold academic integrity by appropriately attributing all sources and avoiding plagiarism. You must clearly identify how the tools were used. Assignments should reflect the students own thoughts and independent research, creative, and written work. By adhering to these guidelines, students contribute to a responsible and ethical learning environment that promotes critical thinking, independent inquiry and allows them to produce original contributions.

Late assignments will lose 5 percent per day, and will not be accepted after 7 days from the due date without official (medical) documentation. Contact your Faculty advisors for support.

OWL -If students need assistance, they can seek support on the [OWL Help page](#). Alternatively, they can contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

Midterm Assessments: Please set up an appointment with the instructor to review your progress in the class.

NOTES from the Visual Arts Department

VISUAL ARTS STUDIO GRADE DESCRIPTORS:

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.

NOTES from the Visual Arts Department

Prerequisite Checking:

You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an antirequisite 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). This includes presenting the visual or aural work of another creator as your own. Visual or Aural Plagiarism may involve both hand-based media such as drawing, painting, printmaking and sculpture, as well as digital media such as photography, video and sound. It includes work subsequently manipulated or transferred between different media, as well as self-plagiarism – work submitted for assignments previously produced and graded for another course. Similar to textual plagiarism, all student work involving the visual or aural work of others must be appropriately cited/identified whether in print or orally. Failure to do so will lead to similar academic penalties as those identified in Western’s Academic Calendar.

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.

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/code_of_conduct.pdf

Academic Sanctions:

In instances of non-payment of prescribed tuition and other fees, the University shall seal the academic record. When an academic record is sealed, the student will not be able to: a) view grades; b) register in future courses; c) receive transcripts or a degree diploma; d) obtain admission or readmission.

The above prohibitions shall be in force until such time as indebtedness to the University, including payment of fee for removal of the seal, has been cleared to the satisfaction of the University.

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&Keywords=academic%20sanctions&SubHeadingID=169&SelectedCalendar=Live&ArchiveID=#SubHeading_169

Additional Course Material Request Policy

For online courses the material may be presented in a variety of ways at the instructor’s discretion. Requests for additional material can only be made in cases necessitating academic accommodation. If a student requires Academic Accommodation for the course material, they can contact Western’s Academic Support & Engagement department. <http://academicssupport.uwo.ca/>

NOTES from the Visual Arts Department

Academic Consideration:

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. Academic Consideration provides students with consistent, fair, and pedagogically appropriate consideration, without compromising the academic integrity of the course or program, when they have been unable to complete some component of a course due to short-term extenuating circumstances. Students who have long-term or chronic medical conditions (physical or mental) that may impede their ability to complete academic responsibilities are directed to seek Academic Accommodation through Accessible Education ([Academic Accommodation for Students with Disabilities](#)).

The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic consideration for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible and no later than 48 hours after the end of the period of absence covered, to the Academic Counselling unit or Dean's Office of the student's Home Faculty together with a request for relief specifying the nature of the academic consideration being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's [Official Student Record Information Privacy Policy](#). Once the petition and supporting documents have been received and assessed, appropriate academic consideration shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic consideration may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic consideration shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student “was seen for a medical reason” or “was ill.”)

Whenever possible, students who require academic consideration should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics

A Western Student Medical Certificate (SMC) is required where a student is seeking academic consideration. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Documentation from Student Health Services

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Documentation from Hospital Urgent Care Centres or Emergency Departments

NOTES from the Visual Arts Department

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.

Attendance:

Under university regulations, if someone misses more than 15% of their classes (15% is equivalent to missing 8 hours of Lecture and/or Studio Lab, due to absence or lateness, or a combination of both, per semester) without written corroboration for health or bereavement, students can be debarred from participation in final evaluations and/or assignments.

Note that if a student is consistently absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and be debarred; assignments may stop being accepted and such assignments will receive a mark of 0 (zero)

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

Electronic Devices:

During Exams: Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices during any tests, quizzes, midterms, examinations, or other in-class evaluations.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

Normal Building Access (September 1st to April 30th) (Subject to change):

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

Permission re: Promotion:

You grant permission for Western University to reproduce your name, information describing your artwork, representations of your work and any other information you have provided for the purpose of display, promotion and publicity either now or in the future.

By installing your artwork in the John Labatt Visual Arts Centre, you grant Western University an irrevocable, perpetual, royalty-free world-wide licence to photograph your artwork and use such photograph(s) for the promotion of your artwork and/or Western University, including, without limitation, advertising, display, editorial, packaging, promotion, television, social media, the

NOTES from the Visual Arts Department

Department of Visual Arts website, flickr, Twitter, Instagram etc.). Students wishing to not have their work photographed should not exhibit it in the Visual Arts Centre, Artlab Gallery or Cohen Commons. As the area is open to the public, students, faculty, staff and other visitors will not be prohibited from photographing your artwork while on exhibit at the John Labatt Visual Arts Centre.

You otherwise retain all ownership in your artwork.

Artwork Installation Liability Release:

You understand that the area where your artwork will be hanging or displayed is unsupervised and is in a part of the building that may be open to the public, day and evening, whether or not the building is open. Western University accepts no responsibility for damage to, or loss of, artwork at any time while on display or while being transported to or from the John Labatt Visual Arts Centre. By displaying your artwork in the John Labatt Visual Arts Centre, you accept all risk of loss or damage to your artwork. Western University does not provide insurance for the artwork on exhibition. If you wish to insure artwork, it is your responsibility to do so.

Removal:

Western University reserves the right to dispose of artwork not picked up by April 15th of each year.

Support Services:

There are various support services around campus and these include, but are not limited to:

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

Health and Wellness:

Western offers a variety of counselling services and several mental health resources for students. If you or a friend are feeling overwhelmed, confused or unsure of your mental health state, please don't ignore it. There are steps you can take to help yourself or help others. Western provides several on-campus health-related services to help engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre. Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

If you are in emotional or mental distress should refer to Mental Health Support at Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Gender Neutral Bathrooms:

There are two gender neutral bathrooms in the John Labatt Visual Arts Centre (JLVAC). One is located in the Artlab and is open only during Artlab hours. A second single stall gender neutral bathroom can be found on the third floor of the JLVAC. Here is a list of inclusive washrooms at Western: http://www.uwo.ca/equity/doc/inclusive_washrooms.pdf.

NOTES from the Visual Arts Department

Please contact the Administrative Officer, Meghan Edmiston (meghan.edmiston@uwo.ca), for card access to the elevator and stairs if you are in need of the 3rd floor gender neutral/accessible washroom for the academic year.

Land Acknowledgement

We/I acknowledge that Western University is located on the traditional territories of the Anishinaabek (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay-wuk) and Chonnonton (Chun-ongk-ton) Nations, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum. This land continues to be home to diverse Indigenous Peoples (First Nations, Métis and Inuit) whom we recognize as contemporary stewards of the land and vital contributors of our society.

<https://communications.uwo.ca/comms/land-acknowledgement/>