

## **FA 310: Introduction to Computer Imaging in the Arts**

M-W 5:30-8:20 HAR220

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Office hours by appointment

### **Overview:**

In this class we examine the practical and theoretical issues of the computer as a machine for the production of fine art. Technical skills are learned in the context of an introduction to recent critical theory. Using the Internet as a paradigm we discuss several topics from a fresh perspective including freedom of speech, privacy, audience and community, copyright and ownership, class, gender and access. Learning digital imaging skills occurs in tandem with learning to speak about your own work.

### **Requirements:**

The successful completion of 310 requires substantial time outside of class. Access to a computer is a must. You must be able to get to the lab during lab hours or own a computer to complete the assignments on time. If you don't feel that you have the time to commit to 310 this semester please let somebody from the waiting list take your place in class.

1. Attendance of class sessions and active participation in discussion and critiques
2. Active use of the Internet and World Wide Web
3. Successful completion of assignments

### **Grading:**

40% Exercises, class and Internet participation, individual effort and development over the course of the semester

60% Assignments: 15% Physical/Digital, 15% Site, 30% Serial

**A** = exceptional engagement in the work and substantial development and improvement over the course of the semester as well as original, well considered participation in class and net discussions

**B** = thoughtful completion of projects and active participation in class and net discussions

**C** = adequate completion of assignments

### **Attendance**

You are expected to attend every class session

Some class sessions may occur off-campus at museums and service bureaus

3 absences = F

3 "tardys" = 1 absence

Late assignment = automatic drop of one grade level on assignment

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**Costs:**

Zip (\$15/100MB)

Textbooks: \$30.00

Expect to spend an additional \$100-\$150 depending on size of printed assignments and format of final assignment

**Textbook:**

Required Purchase:

Cindy Bernard: **310 Reader and 310 Technical Reader**

Recommended Purchase: **Macworld Photoshop 4.0 Bible**

Other readings will be assigned over the course of the semester - either in xerox form or as WWW URL's.

**Internet Requirements:**

A USC e-mail account is required of everyone in the class. With this e-mail account you will have access to 10MB of web space which you will be using for your assignments

You will also be required to subscribe to the Matrix-L mailing list

**Exercises and Assignments**

Assignments focus on the impact of digital technology on the production and dissemination of artwork and the use of the Internet as a resource and medium. You will choose a theme and six related images at the beginning of the semester and alter them physically, digitally and conceptually throughout the class. The six variations are compared at the end of the semester.

You are encouraged to assist each other with individual assignments as well as use the resources of the net in completing projects. Discussion and critique follows all assignments.

Exercise (Graded Pass/Fail)

Learning the tools: Word as Image

Create a word as a collage - try to utilize at least 1 scanned image, 1 scanned object, 1 image from the web, and 1 image created in Photoshop - each letter should use a different source.

Final: Disk copy

Assignments (Letter Grade)

Choose a theme.

Submit a one page paper discussing your theme. To your paper attach xeroxs of found images that are related to your theme.

**Physical vs. Digital**

Radically change the meaning of a single image through physical and digital alteration.

Compare and contrast the two versions

Final: Two images: Digital: Hard copy from service bureau

Physical: A form appropriate for your idea

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**Site: Public and Private**

Change the form of an image.

Place the altered image in a public space, document it.

Place the altered image in a private space, document it.

Make a web page documenting this project.

Final: WWW Page

**Serial**

Create a serial work using 3 or more images

Submit a one page paper outlining your approach to the project and a budget. Final: Your choice of medium

Final paper: discuss the 3 assignments