

Class: ARTD 3335 | DMST 3335 | Advanced electronic Media Arts Design

Meeting times: Tuesdays and Thursdays from 12:00pm to 02:50pm

Professor:

Rafael A. Fajardo

rfajardo@du.edu [NB. I will not return emails Friday through Sunday]

Shwayder 212

Office hours Tuesdays and Thursdays from 03:30 pm – 4:30 pm, or by appointment.

(303) 871-3265 [NB. Voice mail is the least reliable form of communicating with me, email is better]

SYLLABUS for: ARTD 3335 Advanced electronic Media Arts Design

Description: This course engages contemporary issues in culture, theory and design. Projects will utilize interactive multimedia. 5 quarter credit hours

Prerequisite:

Expectations: This is a demanding course intended for mature students. I will expect a full and consistent commitment of time and effort. Those who do not complete assignments on time, or repeatedly hand in work of poor quality, will be asked to leave the class. Projects that are late for critiques and deadlines will be failed.

Warning: Deadlines do not change for equipment problems. In the case of equipment failures you are to find alternative means of producing assignments. If after reading this syllabus, and hearing the class introduction, you are hesitant about your commitment do not take the class.

Objectives:

To explore design issues and methodologies at an advanced level. To strengthen students' meta-knowledge of design and its discourses.

Strategy:

Design tools, venues, audiences, and parameters are all in a state of flux. In order to deal with this complex dynamic environment we must attempt to achieve the looseness of a surfer. I know this sounds silly, but it is the most concise metaphor. We must be supple and resilient in the face of surprising change. We may look for stable points of reference amidst this maelstrom, it certainly can't hurt. We cannot be brittle.

Required Textbooks:

none

Required Readings:

Brand, Jay. "Creativity Demystified". How Magazine. www.howdesign.com. 2001.

MacLeod, Hugh. "How To Be Creative". Change This. <http://changethis.com/6.HowToBeCreative>

Mau, Bruce. "An incomplete manifesto for growth"

Kirsner, Scott. "Design Principal". Fast Company. October 2000.

Frascara, Jorge. "The Dematerialization of Design". Draft for User-Centered Graphic Design. Taylor & Francis Publishers.

Bayazit, Nigan. "Investigating Design: A Review of Forty Years of Design Research". Design Issues. Volume 20, Number 1. Winter 2004. Pages 16–29.

Engardio, Pete. "Design Is A Commodity: Outsourcing Innovation". BusinessWeek Online. March 21 2005.

Suggested Reading Materials

Potter, Norman. What is a designer, 4th edition. Hyphen. London.

Seabrook, John. "Child's Play: What makes a toy fun?". The New Yorker. December 15, 2003. Pages 58-69.

Required Materials [prices are approximate, equivalents will be acceptable]:

As this is an advanced class, students are expected to have equipped themselves with the fundamental necessities for creating electronic media presentations/art-works. Students will further be responsible for acquiring whatever materials they will need to actualize their visions explored within this class.

Attendance Policies

Attendance-You are allowed 2 unexcused absences. The 3rd absence results in a letter grade drop from the overall grade for the course. The 5th absence is an automatic failure from the class. Attendance at Critiques are Mandatory. Failure to attend a critique without an accepted excuse, will result in a letter grade drop from the project. Failure to attend the Final Critique results in an automatic Failure from the course. The only absences which are not penalized are those for deaths of close family members, severe illnesses (NOT including colds, bronchitis, strep throat, general malaise, etc.) or observance of religious holidays. If you plan on attending a religious event later in the quarter, you MUST notify me in writing or electronically within the first 2 weeks of class.

Tardiness: A student entering class after roll has been taken is tardy. Tardiness beyond three times is considered chronic and will result in a reduction of the student's semester grade by one lettergrade for each additional incident beyond three. A student arriving in class after the first 30 minutes of the class will be considered absent. Those who realize that promptness and attendance might be or is becoming a problem should drop the class.

Evaluation Standards

Participation- The purpose of this class is to exchange information and experiences. Half the battle with electronic media is knowing where your resources are, who to ask for help, and methods for troubleshooting. It is also imperative in a world of communication to assess the effectiveness of your approach. Receiving feedback from the class is one of the most successful ways to gauge results. EVERYONE is to be involved during critiques. Many opinions expressed on one project expands it's depth, focus and success. Leave egos at the door and be prepared to discuss your intent, audience, and issues.

Experimentation- Extra points for not always playing it safe. This is one of those rare environments where you are in a position to take honest risks. Do so

Craftsmanship- Respect the images you choose to put up for critiques. Execution of ideas should equal the desire to create them. Even if it may be a work in process you pin-up, it is still a finished thought and should be treated as such. Have integrity with how you present your ideas and images. Don't insult your critique group with "picture if you will..." or "I was going to..."

Project/exercises/articles- There will be 5 completed exercises as well as 1 completed project and several articles to read, respond in writing and discuss. All of them must be completed in order to reach the minimum grade of a C. Exercises and projects are due the day a critique has been assigned. Late projects and exercises will be accepted but the grade will be penalized. One letter grade drop for every day the project is late.

additional note- If a student has a documented disability and wishes to have special arrangements made to facilitate a more effective learning environment, I must be notified by the student within the first two weeks of the start of the course. The student must also provide proper documentation stating the condition of the disability. This will remain confidential unless the student chooses otherwise.

GRADING

This is a breakdown of the possible scores. The use of plus or minus is at the discretion of the instructor. (From the DU Undergraduate Bulletin)

A 4.0 EXCELLENT | Explored beyond the requirements of the assignments. Produced work that demanded new things of the computer. "The machine" became invisible, the idea spoke first and foremost. Transcended the expected. A complete and utter break-through. Evocative and metaphysical.

A- 3.7

B+ 3.3

B 3.0 GOOD | Put forth more than was described in the exercise/project. Used the programs & concepts very well, went beyond the stated requirements. Concepts started to predominate, but still relied slightly on defaults.

B- 2.7

C+ 2.3 C

C 2.0 SATISFACTORY | Fulfilled class requirements. Got in, got out: 9 to 5 mentality. Understood skills, concepts, applications. Competent work. Took very few risks, met the deadline, followed directions. Lived within the defaults.

C- 1.7

D+ 1.3

D 1.0 PASSING | Weak work, acquired some basic skills, but unable to proficiently navigate through the programs with ease. Presentation was never fully considered. Concepts were not developed. Below average.

D- 0.7

F 0.0 FAILING | in the following situations zero grade points per quarter hour, assigned under the following circumstances:

- student drops a course without permission and/or official notice to the Office of the Registrar;
- by the instructor of a course dropped without permission after the sixth week if the student's work is failing;
- when a student's academic work is judged failing;
- if the student has failed to attend 5 or more days throughout the quarter.

W | Withdrawn without prejudice, zero grade points per quarter hour, no hours credited.

NC | Registered for no credit

I | Incomplete- arranged by the instructor and student when circumstances outside of the student's control arise and more than 2/3rds of the course has been completed. The coursework must be completed within a year of the course to receive credit. If the work is not completed within a year the incomplete was given, then the grade given is an F unless an extensions is given by the instructor. See page 26 of the DU Undergraduate Bulletin for procedural details.

Schedule:

Jan 03

In Class: Reading of the syllabus. Introduction to Project 1.

Jan 05

Jan 10

Rafael in Barcelona

Jan 12

Rafael in Barcelona

Jan 17

Jan 19

Project 1 Due

Jan 24

Jan 26

Jan 31

Feb 02

Rafael in Berlin

Feb 07

Rafael in Berlin

Feb 09

Feb 14

Project 2 Due

Feb 16

Feb 21

Rafael in Boston

Feb 23

Rafael in Boston

Feb 28

Mar 02

Mar 07

Mar 14

Last day of class

Mar 16

Project 3 Due

FINAL PRESENTATION DURING FINAL EXAM PERIOD 12:00pm-3:00pm

Studio Project Briefs

Project 1: Who Are You? What Are Your Accomplishments? What Do You Desire To Do?

This is a multi-stage studio project. We will dedicate a total of six class periods to its conception, execution and evaluation. The first stage (stage 1) is a written response to the questions posed by the title of the project. The second stage (stage 2) is a visual/media response to the same questions. The visual response should incorporate the text response from stage 1. There will be two public assessments of the visual response before the final presentation. The final form of your response should be presentable/deliverable in both static – 2D – and dynamic – time-based or interactive – media.

Stage 3, iterate and improve visual response.

Stage 4, iterate and improve visual response for final presentation.

External assessor will be invited to provide an alternate perspective on the work.

These steps will be repeated for the remaining projects

Project 2: What is your own process?

This is a multi-stage meditation on your own process and method of work. It is necessary to identify and articulate your own working methods in order to harness and protect them. As a professional, you will be responsible for creating your own environment within which you can be creative or designerly. This meditation and artifactualization of this process will help you to identify and communicate what makes you tick, and what makes you unique. Since this is a highly personal project, there will be a wide variety of potential forms. There will be no imposed parameters.

Project 3: Research oriented project, details to be announced.

This project will take the remainder of the quarter and will be largely student defined. Progress toward a finished artifact will be demonstrated each class period. Details to be announced.

Agreement

I have read the syllabus for ARTD 3335 & DMST 3335 thoroughly. My questions and concerns as of this date have been asked and I understand the content of the course and what is expected of me.

Name_____

eMail address_____

Signature_____

Date_____

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