

**Web Art I
ART 3635**

FALL 2010 Monday & Wednesday 8:50–11:20am room 277–B arts bldg

Professor: Matt Jenkins

E-mail: mjenki11@mscd.edu or freshjkinz@gmail.com

Course URL: <http://www.williamlmoore.com/3635.html>

COURSE OVERVIEW

This course focuses on the Internet and other forms of networked communication as a central component of contemporary artistic practice. Emphasis is placed on understanding the medium and finding intelligent and effective solutions to art making problems. Collaboration is encouraged, and students are expected to share knowledge and expertise. Topics include: Appropriation and remix; Surfing and re-contextualization; Modularity and multiples; Databases and archives; Open source and copyright; and experimentation with the Internet.

Specific (*Measurable*) Student Behavioral Learning Objectives:

Upon completion of this course the student should be able to:

1. Produce Internet Art for classroom critique and public display.
2. Demonstrate appropriate craftsmanship and technical proficiency using a range of approaches and techniques in Internet Art.
3. Critically evaluate and discuss the theoretical, conceptual, and technical aspects of Internet Art.
4. Experiment with a range of media and techniques for the realization of artwork.

REQUIRED TEXTBOOKS:

Internet Art by Rachel Greene

Digital Folklore Reader by Olia Lialina & Dragan Espenschied

REQUIRED MATERIALS

Flash drive or hard drive

Domain name and server space (hosting)

GRADING CRITERIA – I grade primarily on the content of your work, the challenges you present to both you and the viewer, and the risks you take in creating your work.

STRUCTURE

1. 10% Blog (Tumblr)
2. 10% Delicious bookmarks
3. 20% Net Theory
4. 20% Work of Internet Art
5. 20% Work of Internet Art
6. 20% Work of Internet Art

BLOG

This semester you will set up and maintain a free blog using Tumblr. This blog is your initial online presence as a net artist and net researcher. The power of a blog is the quickness and ease with which you can post content and information to the net. Blogs also make use of server side software and content management systems, an increasingly important network technology (ebay, facebook, myspace, etc.). Your blog tells the world what kind of artist you are.

DELICIOUS BOOKMARKS

This semester you will also set up and maintain a free bookmark space using the Delicious site. You will be required to bookmark 20 sites or links a week (the content is entirely up to you) with a total of 300 by the end of the semester. Any student who reaches 500 will earn extra credit.

NET THEORY

This semester we are going to read and discuss our 2 textbooks thoroughly. Our discussions will be conducted in a seminar style. This means that you will be expected to bring sophisticated discussion questions based on your close reading of the texts. Towards the mid-term, you will make a brief presentation to the class that explains the formulation of your own developing **net theory**. This theoretical work will result in a short piece of creative online writing that you will turn in at the end of the semester. Your blog and your bookmarks will aid in this project, and ideally you will be blogging about it as the semester advances.

A WORK OF INTERNET ART

You get to decide what this is.

ATTENDANCE POLICY

I will take attendance in this class. It is impossible to earn a good grade in this class if you miss frequently. Attendance is required. A third absence will lower your grade by one full letter (B to C, for example). Each absence beyond the third will lower the final grade by another full letter grade. Six absences will result in an unconditional F. You are reminded

that lateness is both rude and distracting. Please make every effort to be punctual. Excessive tardiness will count against your participation grade. If you arrive after your name has been taken on the roll or the sign in sheet has been collected you are late. Three late marks equal one absence. Arriving more than 30 minutes late will be considered an absence. Attendance is always required on Lab Days. It is expected that you will be properly prepared to work during class time. If you are not prepared to complete the required work on the required day you will be considered absent. If you leave class for the day early and without permission you will be considered absent for the day -- regardless of arriving on time at the start of class. Failure to attend critique on your day to show your work will result in a failing grade for that project. Being late to critique is an automatic 5 points off your project grade. Failure to attend final class critique day will result in a failing grade for the course.

PLEASE NOTE

I do not accept assignments that contain any work from other courses or any older work. Opinions on such work may be sought in office hours. If your intent is to re-interpret an idea from another class you must disclose this fact before making the work to verify that it is acceptable. Do not guess or assume my position regarding use of previously existing material. Lack of disclosure or other deceit will result in a failing grade for the assignment.

DISCLAIMER

Please note: This course may be discussing, reading or viewing content of a sexual nature and content may express diverse political points of view. Please feel free to leave class in the event that the material bothers you.

CRITIQUE

As a class we will work together to develop a constructive critique methodology based on respect, honesty and mindfulness. Critiques can be difficult at times, but if you each make a personal commitment to contributing as much as you expect to get out of them and to treating all your classmates with the same respect and attention you would ask for yourself, you will all grow tremendously as visual artists. Discriminatory or derogatory jokes or remarks towards any person or persons will not be tolerated.

Attendance of all class critiques is MANDATORY. Failure to attend critique on your day to show your work will result in a failing grade for that project. Failure to attend when your fellow classmates are showing will result in a lowering of one letter grade of your project.

Being late to critique is an automatic 5 points off your project grade. Failure to attend final class critique days will result in a failing course

grade. It is important for everyone to be present and to start on time in order to adequately critique everyone's work. Your participation in critique is important. It will be considered as a component of your project grade and your final grade. You are not expected to talk constantly, but you are expected to be attentive and aware.

OPEN STUDIO

Studio time will be built into this class. This time is for you to work under supervision in the studio. This is the best time to ask me specific questions about your work and get feedback on your work in progress. It is expected that you will have enough work to occupy the full class period.

COMPUTER ISSUES

Occasionally, problems do arise. Files can be accidentally erased, disks can be corrupted, networks can crash, and printers can break down. Be prepared! Backup all files. Disks are cheap. Time is not.

COURSE POLICIES

- NO FOOD OR DRINK IN THE COMPUTER LAB.
- When in class, work should be done for this class only.
- It is expected that distracting items, unrelated to this course, do not interfere with the studio experience.

Web Art I ART 3635
Professor: Matt Jenkins
Fall 2010
Letter of Understanding

I, _____ affirm that I have read the attached syllabus and understand the policies for Web Art 1 / ART 3635, taught by Matt Jenkins. I further acknowledge that should a dispute arise regarding the content of the attached, the issue of my notification in advance of course requirements and policies have hereby been disclosed.

Date:

Signed:

GENERAL INFORMATION

Name:

ID#:

Email:

Major: