

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE 4.30.07
 PROGRAM AREA ART

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix ART Course# 622 Title ADVANCED GRADUATE STUDIO: DIGITAL MEDIA ARTS AND TECHNOLOGY Units (3)
 6 hours activity per week
 hours blank per week

- ☒ Prerequisites Graduate Standing and ART 522
☐ Corequisites

Description Advanced studio course combines history, theory, and production of projects in an expanded range of digital media and emerging art technologies. Emphasis is placed on advancing proficiency utilizing digital media as an art form. In-depth investigations are conducted into historical trends, evolving methods of communication, and the shifting relationship between art, design and technology.

- Graded
☐ Gen Ed ☐ CR/NC ☒ Repeatable for up to 12 units
 Categories
☐ Lab Fee Required ☒ A - F Total Completions Allowed 4
☐ Optional (Student's choice) ☐ Multiple Enrollment in same semester
☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (filled in by Dean)
Lecture				☐	
Seminar				☐	
Laboratory				☐	
Activity	3	2	18	☒	

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an elective course that can meet the MFA studio art degree requirement. The course does not meet the University Writing and/or Writing Requirements. This course offers students the opportunity to create projects that critically deconstruct the nature of their respective artistic medium. References to hybrid artistic practices beginning in the 1960s will be investigated. In addition, this course explores similarities and differences between fine art and design as related to the evolution of digital media art. Studio projects are balanced with critical readings, and historical investigations. Students are encouraged to expand beyond typical art forms through the incorporation of alternative production models in the development of experimental projects and interdisciplinary crossovers.

Learning Objectives

Upon completion, students will be able to:

- Develop original creative work while preparing for the final MFA thesis project
- Explore and reflect on the nature of their respective media by working on a series of smaller and advanced experimental projects
- Demonstrate and apply further advanced knowledge in their own medium
- Analyze and examine critical primary source texts, journals, and historical texts addressing digital media and art practices
- Modify, reevaluate, and adapt projects based on continued peer and instructor discussions
- Critique and evaluate the worth of significant contemporary and historical figures
- Develop a thesis proposal and timeline

4. Is this a General Education Course YES ☐ NO ☒
 If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication ☐

A-2 English Writing	☐
A-3 Critical Thinking	☐
B (Mathematics, Sciences & Technology)	
B-1 Physical Sciences	☐
B-2 Life Sciences – Biology	☐
B-3 Mathematics – Mathematics and Applications	☐
B-4 Computers and Information Technology	☐
C (Fine Arts, Literature, Languages & Cultures)	
C-1 Art	☐
C-2 Literature Courses	☐
C-3a Language	☐
C-3b Multicultural	☐
D (Social Perspectives)	☐
E (Human Psychological and Physiological Perspectives)	☐
UD Interdisciplinary	☐

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- 1) Discussion/Lecture issues
 - a) Introduction and context
 - i) Early stages
 - ii) The 1990s
 - iii) "Media Arts" develops as a discipline
 - iv) Lev Manovich, from cinema to new media connections
 - b) Historical precedents
 - i) The continual relationship between art and technology
 - c) Recent and current theoretical issues
 - i) Walter Benjamin, mechanical reproduction
 - ii) Roland Barthes, semiotics and visual metaphors
 - iii) Marshall McLuhan, the proliferation of media, globalization
 - iv) Data-driven design, systems, anti-design
- 2) Creative Production
 - a) Small projects and design experiments
 - b) Focused project development and preparation for thesis

Does this course overlap a course offered in your academic program? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing: ART

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

McLuhan, Marshall. "Understanding Media," Cambridge, MA: MIT Press, 1964, 1994
 Spiller, Neil. "Cyber Reader: Critical Writings for the Digital Era," London, UK: Phaidon, 2002
 Herman, Andrew and Swiss, Thomas. "The World Wide Web and Contemporary Cultural Theory," London, UK: Routledge, 2000
 Poster, Mark. "What's the Matter with the Internet?" Minneapolis, MN: University of Minnesota: 2001
 Fuller, Matthew. "Behind the Blip: Essays on the Culture of Software," Brooklyn, NY: Autonomedia, 2003

8. List Faculty Qualified to Teach This Course.

Liz King
Luke Matjas
Jack Reilly

9. Effective Date and Frequency.

- a. Projected semesters to be offered: Fall ☒ Spring ☒ Summer ☐
b. First semester offered: Fall 2008

10. New Resources Required. YES ☒ NO ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)
- b. Library needs
Bennett, Audrey and Heller, Steven. "Design Studies: Theory and Research in Graphic Design," Princeton Architectural Press: 2006
Laurel, Brenda and Lunenfeld Peter. "Design Research: Methods and Perspectives" Cambridge, MA: MIT Press, 2003
- c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

Liz King./Luke Matjas
Proposer of Course

December 14, 2006
Date

Approval Sheet

Program/Course: ART 622 ADVANCED GRADUATE STUDIO: DIGITAL MEDIA ARTS AND TECHNOLOGY

Program Chair(s)	Date
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General Education Chair(s)	Date
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Curriculum Committee Chair(s)	Date
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Dean of Faculty	Date
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