

**California State University, San Marcos General Education Program  
GENERAL EDUCATION NEW COURSE CERTIFICATION REQUEST**

AMD 251  
Area C1

**• AREA C1: Arts**

*See GE Handbook for information on each section of this form*

**ABSTRACT**

<b>Course Abbreviation and Number:</b> AMD 251	<b>Course Title:</b> Introduction to Digital and Media Arts	
<b>Number of Units:</b> 3		
<b>College or Program:</b> <input checked="" type="checkbox"/> CHABSS <input type="checkbox"/> CSM <input type="checkbox"/> CEHHS <input type="checkbox"/> COBA <input type="checkbox"/> Other _____	<b>Desired term of implementation:</b> <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer   Year: 2016	<b>Mode of Delivery:</b> <input checked="" type="checkbox"/> face to face <input checked="" type="checkbox"/> hybrid <input checked="" type="checkbox"/> fully on-line
<b>Course Proposer (please print):</b> Lucy HG Solomon	<b>Email:</b> lsolomon@csusm.edu	<b>Submission Date:</b> 1/20/2016

**1. Course Catalog Description:**

Designed to give students a strong base in the political, cultural and artistic developments and debates related to the many media art forms that have developed from the nineteenth century through the early twenty-first century. Moves from historical forms of visual communication and early forms of print and photography to contemporary media including video, computer-based media and mobile technologies. Encourages active participation and critical thinking.

*See updated catalog description (attached)*

**2. GE Syllabus Checklist: The syllabi for all courses certified for GE credit must contain the following:**

<input checked="" type="checkbox"/>	Course description, course title and course number
<input checked="" type="checkbox"/>	Student learning outcomes for General Education Area and student learning objectives specific to your course, linked to how students will meet these objectives through course activities/experiences
<input checked="" type="checkbox"/>	Topics or subjects covered in the course
<input checked="" type="checkbox"/>	Registration conditions
<input checked="" type="checkbox"/>	Specifics relating to how assignments meet the writing requirement
<input checked="" type="checkbox"/>	Tentative course schedule including readings
<input checked="" type="checkbox"/>	Grading components including relative weight of assignments

**SIGNATURES**

*Lucy HG Solomon*      1/20/2016  
Course Proposer      Date

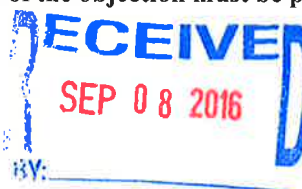
*Ng Kelpatrick*      1-21-16  
Department Chair      date

*Please note that the department will be required to report assessment data to the GEC annually.*

*DC Initial*

Support      Do not support* <input type="checkbox"/> <input type="checkbox"/> _____ Library Faculty      Date	Support      Do not support* <input type="checkbox"/> <input type="checkbox"/> _____ Impacted Discipline Chair      Date
Support      Do not Support* <input type="checkbox"/> <input type="checkbox"/> _____ Impacted Discipline Chair      Date	Approve      Do not Approve <input type="checkbox"/> <input type="checkbox"/> _____ GEC Chair      Date

**\* If the proposal is not supported, a memo describing the nature of the objection must be provided.**



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Course Coordinator: Lucy HG Solomon Phone 760-750-8565 Email: lsolomon@csusm.edu

**Part A: C1 Arts General Education Learning Outcomes (GELOs) related to course content. [Please type responses into the tables.]**

<b>Arts GELOs this course will address:</b>	<b>Course content that addresses each GELO.</b>	<b>How will these GELOs be assessed?</b>
C1.1 Students will describe the ways in which art informs us of issues of diversity (such as race, class and gender) in a global, national or local context.	Lectures, discussions, and class activities will be designed to draw out students' responses to media art from different historical, social, cultural and political contexts.	<p>Assignments include a media journal and analysis of media art, both of which require students to critically assess media art within the work's many contexts (historical, social, cultural, political...). Assessment is based on students' successful analyses and the range of their contextual analysis.</p> <p>Within the media journal, students examine creative media expressions and their nuanced role with society, taking into account the sometimes subtle statements about gender, race, identity, and culture implicit within the work.</p> <p>Another assignment - a "technology tree" - is geared towards identifying methods of production of and points of access to a work. This "technology tree" is designed to allow students to consider the social, cultural, and economic positions of a work based on means of production, broadcast, and technological access. In studying the history and role of tactical media in challenging existing societal structures, students will also engage in a collaborative project with the end goal of planning a social media piece designed to create awareness about an important social issue or contextualize a social issue within the context of personal narrative conveyed through digital media.</p>
C1.2: Students will apply theoretical and/or critical perspective to the study of art past and present.	The course covers topics including time in digital media, digital or "instant" culture, and data in context. Assignments will be given that allow students to analyze	Assessment is based on students' creation of new media "instances" that reflect on notions of digital time, digital culture and the

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	media art in relationship to the long timeline of art.	short trajectory of digital art.
C1.3: Students will recognize and explain various artistic styles from diverse cultures and peoples.	The course introduces students to the history of media art and their contemporary forms, as well as the relationship of digital art to historical advances in art technologies, such as the introduction of perspective drawing and photography. Lectures and assignments weave together digital art from different continents and cultures and question how global digital media is also local.	Assessment is based on the evaluation of students' media art analyses and journal entries in which they discuss specific digital artworks across cultures. Through these assignments students demonstrate their ability to identify and describe media artworks, taking into account the contexts for the work.
C1.4: Students will use appropriate vocabulary to describe and analyze works of artistic expression within the historical context in which the work was created.	The media art analysis required in this course is a written assignment with a workshop component. With an emphasis on writing, lectures introduce students to subject-specific vocabulary and content.	Students are assessed based on the clarity of their ideas and use of subject-specific terms within the media art analysis.
C1.5: Articulate various theoretical principles in their analysis of works in the arts and humanities. [Methods courses]	The course places media art in context of art historical movements as well as projected future trajectories of technology. Media theory is layered into each lecture, giving students a strong understanding of the evolution of thought surrounding the digital.	Assessment is based on a presentation and discussion of an article, reflecting the student's understanding of the theories introduced in relation to digital media.
C1.6: Use relevant research methods to analyze and interpret works in the arts and humanities. [Methods courses]	The course gives students the tools both to examine digital art within multiple contexts through research and to articulate an informed interpretation of the work.	The media art analysis assesses students' ability to research, analyze and interpret digital artworks.
C1.7: Students will create works of art that demonstrate facility with the key techniques of the art form in question. These courses will be taught face-to-face, rather than online. [Creative Activity Courses]	N/A	N/A

**Part B: General Education Learning Outcomes required of all GE courses related to course content:**

<b>GE Outcomes required of all Courses</b>	<b>Course content that addresses each GE outcome?</b>	<b>How will these GELOs be assessed?</b>
Students will communicate effectively in writing to various audiences. (writing)	The course introduces students to methods of analysis used when writing about digital art, including describing media artworks in relation to social, political, and cultural contexts. The course also discusses personal interpretations of the digital and how students can express their opinions in a meaningful way through writing.	This outcome is measured by assessment of students' media art analyses.
Students will think critically and analytically about an issue, idea or problem. (critical thinking)	This course requires students to keep a media journal, in which they describe and introduce the class to digital art that they research. Thoughtful descriptions and critical questions are encouraged among students, as this journal is formatted as a discussion forum, where dialogue is encouraged.	This outcome is measured by assessment of students' new media journal, in which they demonstrate critical thinking in their investigations into digital and media artworks.
Students will find, evaluate and use	The course involves library	This outcome is measured

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information appropriate to the course and discipline. (Faculty are strongly encouraged to collaborate with their library faculty.)	research specific to students' data translation projects, where they identify and interpret a body of data and "translate" this information through data visualization.	by assessment of a new media assignment requiring data collection, interpretation and, ultimately, data visualization.
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**Part C: GE Programmatic Goals:** *The GE program aligns with CSUSM specific and LEAP Goals. All C1 courses must meet at least one of the LEAP Goals.*

<b>GE Programmatic Goals</b>	<b>Course addresses this LEAP Goal:</b>
LEAP 1: Knowledge of Human Cultures and the Physical and Natural World.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
LEAP 2: Intellectual and Practical Skills	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
LEAP 3: Personal and Social Responsibility	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
LEAP 4: Integrative Learning	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>CSUSM Specific Programmatic Goals</b>	<b>Course content that addresses the following CSUSM goals. Please explain, if applicable.</b>
CSUSM 1: Exposure to and critical thinking about issues of diversity.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (please describe): This course places media art in its many contexts. Lectures address the socioeconomic, gender, cultural, and social challenges to and motivations for digital art making.
CSUSM 2: Exposure to and critical thinking about the interrelatedness of peoples in local, national, and global contexts.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (please describe): This course examines media art as a global and local product and a form of global and national communication. Media art in particular has barriers and frontiers unique to the digital world; this course examines those new frontiers.

**Part D: Course requirements to be met by the instructor.**

<b>Course Requirements:</b>	<b>How will this requirement be met by the instructor?</b>
Course meets the All-University Writing requirement: A minimum of 2500 words of writing shall be required in 3+ unit courses,	The writing requirement will be fulfilled by the following writing assignments: new media journal (a series of entries on on-line viewing and creations), reading assessment, media art analysis, and article discussion.
Assessment of student learning will take a multitude of forms, including writing assignments, exams, discussion, and creative projects and performances.	Assessment of student learning for this course is initially measured by the students' media art analyses, their new media journals, data visualization projects, and media translation assignments. Assessment and evaluation are ongoing and will entail revisions in the above.

California State University, San Marcos | School of Arts

**Course Number** AMD 251

**Course Title** Introduction to Digital and Media Arts

**| Draft Syllabus**

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## **I. Course Description**

Designed to give students a strong base in the political, cultural and artistic developments and debates related to the many media art forms that have developed from the nineteenth century through the early twenty-first century. Moves from historical forms of visual communication and early forms of print and photography to contemporary media including video, computer-based media and mobile technologies. Encourages active participation and critical thinking.

## **II. Student Learning Objectives for General Educational Area**

Upon successful completion of the course, students should be able to:

- Communicate effectively in writing to various audiences  
*This outcome is measured by assessment of students' media art analyses.*
- Think critically and analytically about an issue, idea or problem  
*This outcome is measured by assessment of students' new media journal, in which they demonstrate critical thinking in their investigations into digital and media artworks.*
- Find, evaluate and use information appropriate to the course and discipline  
*This outcome is measured by assessment of a new media assignment requiring data collection, interpretation and, ultimately, data visualization.*

### **Student Learning Objectives for the course**

Upon successful completion of the course, students should be able to:

- Identify and analyze different forms of new media, taking into consideration social and cultural context  
*This outcome is measured by assessment of students' media art analyses.*
- Adapt projects to varied media, displaying an understanding of the forms of expression available through distinct technologies  
*This outcome is measured by assessment of a targeted new media assignment involving the "translation" of information from one medium to another.*
- Research and illustrate how digital and media art is created and used across race, gender and class  
*This outcome is measured by assessment of students' new media journal, in which they examine digital art from multiple angles, taking into account the work's various contexts.*

### **III. Topics / Subjects Covered in the Course**

In this course, students will seek answers to the overarching question, *what is media art and when did it begin?* This course provides an introduction to media art forms within their specific social and cultural contexts. Through close examination of artworks from many cultures and perspectives, students will reflect on how the digital process impacts the creative process and alters both the creator's and viewers' experiences with art.

Introduction to Media Arts introduces students to the language of media arts. The class will investigate ways of seeing and thinking through specific readings of various media art traditions, transformations and innovations locally and internationally. Through visual and written analysis, visits to various media art sites (computer sites and "real space" sites), and participatory exercises in class, students will learn about the fundamentals of media art and become aware of the vital connections as well as the crucial differences among the media art forms studied.

Topics over the course of the semester include explorations of how time relates to the digital; media art as a strategy among political artists; global media culture and individual cultural nuances within various media art forms; gender and media art; and privacy and open source creations.

### **IV. Registration Restrictions.**

This is an introductory course and there are no registration restrictions.

### **V. Writing Requirement**

The writing requirement will be fulfilled by the following writing assignments: new media journal (entries on on-line viewing and creations), reading assessment, media art analysis, and article discussion.

### **VI. Course Schedule and Readings**

#### **Texts**

Baetens, Jan. *Small Tech: The Culture of Digital Tools*. University of Minnesota Press, Minneapolis, MN, U.S.A., 2008.

Blackson, Robert. "Once More ... with Feeling: Reenactment in Contemporary Art and Culture." *Art Journal* 66.1 (2007): 28-40. Web.

Shuter, Robert. "New Media Across Cultures—Prospect and Promise." *Journal of International and Intercultural Communication* 4.4 (2011).

Verhoeff, Nanna. *Mobile Screens: The Visual Regime of Navigation*. Amsterdam UP, 2012.

## Tentative Course Schedule

- Week 1. *History of technology in relation to art*  
What is new media? What is the digital age?  
Selected reading from *Small Tech*
- Week 2. *A timeline of the new in old media*  
From cuneiform scrolls to the camera obscura...  
Selected reading from *Small Tech*
- Week 3. *Instant Culture*  
How long is now in the digital (post-human) world?  
Selected reading from *Small Tech*
- Week 4. *Time as an element of design*  
How media art stretches, expands, and shrinks notions of time;  
Introduction to digital time capsules  
Selected reading from *Small Tech*
- Week 5. *Reenactment in contemporary art*  
The importance of the present moment  
Read article: *Once More...with Feeling*
- Week 6. *Media art as a political tool*  
From flashmobs to hacktivism  
Selected reading from *Small Tech*
- Week 7. *Media art across cultures*  
The global vs. local: data here and there  
Selected reading from *Mobile Screens*
- Week 8. *Words, messages and sound art*  
Sound suits, audio tours, and interactive texts  
Selected reading from *Mobile Screens*
- Week 9. *Digital media and the brain*  
Digital media for all of the senses  
Selected reading from *Mobile Screens*
- Week 10. *Gender and technology*  
Women can code and other projects  
Selected reading from *Mobile Screens*
- Week 11. *Ubiquitous screens*  
Billboards, projections, and surveillance  
Selected reading from *Mobile Screens*
- Week 12. *Putting it out there, online*  
Who are you digitally?  
Selected reading from *Small Tech*
- Week 13. *Digital media and privacy*  
Where are you right now, forever?  
Selected reading from *Mobile Screens*
- Week 14. *Augmented reality and seeing the future*  
Interacting with the real world, sort of  
Online viewing and real-life augmentation



Week 15. *Intersections with data*  
How artists change the world with information

## **VII. Grading Components and Assignment Weight**

Students will be evaluated based on participation as well as on assignments and collaborative assignments, as well as a mid-term and final.

Graded items include:

New Media Assignments	20%
Article Discussion	5%
Reading Assessment	15%
Media Art Analysis	15%
New Media Journal	15%
Mid-term	15%
Final	15%
Total	100%

AMD 251 updated catalog description:

Gives a strong base in the political, cultural, and artistic developments and debates related to the many media art forms that have developed from the nineteenth century through the early twenty-first century. Moves from historical forms of visual communication and early forms of print and photography to contemporary media including video, computer-based media, and mobile technologies.