Grande Prairie Regional College
Visual & Performing Arts

AR 1090 2080

Technology and the Visual Arts (1-0-2)(Lab varies)

1. Instructor Lane Borstad
   - 1.1. Office: Studio "A"
   - 1.2. Hours:

2. Time
   Friday 11:00 -12:00 a.m., 2 hours varies

3. Location
   Computer room in Studio 'A'

4. Prerequisite
   AR 1080 or consent of the department.

5. Catalogue Description
   A continuation of AR 1080. Exploration of the computer technology in the visual arts.

6. Course in Perspective
   This course will provide a more in depth study of computer technology within the visual arts by focusing study on specific areas of production. Emphasis will be placed on the theoretical implication of technology through the introduction of discussion topics such as Virtual Reality and visual evidence as truth. This is a user oriented as opposed to programming course and as such will focus on using and responding to the technology for visual communication.

7. Course Objectives
   Students will:
   - 7.1. develop skills in the use of specific computer tools applicable to the visual arts
   - 7.2. explore the technology to build their own personal vocabulary for expression and communication.
   - 7.3. examine the philosophical and aesthetic implications of the new technology.

8. Course Content

Opportunity will be given to students to focus on and develop skills in one of the topics introduced during AR 1080. Classes will be in the form of seminars and workshops concentrating on specific topics.

8.1. Visualization and imaging
- a. History of Computer imaging
- b. State of the Art

8.2. Projects
- a. Determination of individual specialization

8.3. Seminar/workshop topics
- a. Video and graphic mixing
- b. Chroma key/overlay techniques
- c. Image processing algorithms
- d. Colour separation and prepress techniques
- e. Desktop publishing

8.4. Visual truth
- a. Cezanne's cylinders, cones and spheres
- b. Mandelbrdt's monstrosities
- c. Virtual reality

9. Assignments

Assignments will be designed to foster understanding in both the theoretical and practical aspects of the technology for visual communication. A portfolio of work that demonstrates developing understanding and skill that culminates in one major project will be required. An oral and written presentation will accompany the final portfolio.

10. Evaluations

Mark distribution

Term assignments	40%
Final portfolio	50%
Participation	10%

Mid-term

A number of grade based on the assignments completed. The midterm grade is an indicator only for determining student progress in the course.

Note: More than 10% absenteeism may constitute a failure except for medical or extenuating circumstances in which case a doctor's letter will be required.

Lateness will be noted.

11. **Required Readings**
Students will be directed to selected readings in such journals as *Leonardo* and *Verbum*.

Freidhoff, R.M. *The Second Computer Revolution - Visualization*. New York: W.H. Freeman and Company, 1991.

Goodman, C. *Digital Visions - Computers and Art*. New York: Harry N. Abrams Inc., 1990.

Appropriate manuals for software applications and hardware

12. **Supplemental Readings**
Conover, T. *Graphic Communications Today*. New York: West Publishing Company, 1990.

Kerlow and Rosebush. *Computer Graphics for Designers and Artists*. New York: Van Nostrand Reinhold, 1986.