

VISUAL & PERFORMING ARTS

AR 2080

TECHNOLOGY AND THE VISUAL ARTS II (1-0-2) UT(3) (Pending)(Lab Varies)

OLD
AR 308

Winter '99

1. **Instructor:** Lane Borstad
 1. **Office:** Studio "A"
 2. **Office Hrs:** Tuesday and Thursday 9:00 to 11:00 a.m.
2. **Time:** Friday 11:00 - 12:00 a.m., 2 hours varies
3. **Location:** Studio "A"
4. **Prerequisite:** AR 1080 or consent of the department.
5. **Catalogue Description**

A continuation of AR 1080. Exploration of the use of computer technology in visual communication.
6. **Course in Perspective**

This course will provide more in depth study of the use of technology within the visual arts by focusing study on specific areas of production. Greater 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 orientated as opposed to programing course and as such will focus on using and responding to the technology for visual communication.
7. **Course Objectives**

Students will:

 1. develop skills in the use of specific computer tools applicable to the visual arts.
 2. explore the technology to build their own personal vocabulary for expression and communication.
 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 2080. Classes will be in the form of seminars and workshops concentrating on specific subjects.

1. Visualization and imagining
 - a. History of computer imaging
 - b. State of the Art
2. Projects
 - a. Determination of individual specialization
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
4. Visual truth
 - a. Cezanne's cylinders, cones and spheres
 - b. Mandelbrodt's monstrosities
 - c. Virtual reality

9. Assignments

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

10. A.
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| 1. | Mid-term portfolio | 40% |
| 2. | Final portfolio | 50% |
| 3. | Participation | 10% |

B. Mid-term Portfolio

A number grade based upon assignments completed. Mid-term may be an indicator grade only for the student's reference on his/her performance in this course. This will enable the student to make improvements of the evaluated work for the final portfolio presentation.

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

Lateness will be noted.

11. Required Readings

Students will be directed to selected readings in such journals as *Leonardo* and *Verbum*

Richard M. Friedhoff, *The Second Computer Revolution - Visualization*, W.H. Freeman and Company, New York, 1991

Cynthia Goodman, *Digital Visions - Computers and Art*, Harry N. Abrams, Inc., New York 1987.

Appropriate manuals for software applications and hardware.

12. Supplemental Readings

Theodore Conover, *Graphic Communications Today*, West Publishing Company, New York, 1990.

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