

**Grande Prairie Regional College
Visual & Performing Arts Department**

AR2180

Technology and The Visual Arts I 3 (3-3) Lab varies, UT (3) pending

1. **Prerequisite:** AR 1190 or consent of the department.
2. **Catalogue Description:**

An exploration of the emerging discipline of visual technology as it applies to the visual arts. Students will become conversant with the microcomputer environment and applicable software tools available to visual artists by focusing study on specific areas of production. Emphasis will also be placed on the theoretical implication of technology through the introduction of discussion topics such as Virtual Reality and visual truth. This is a user oriented course and as such will focus on using and responding to the technology for visual communication.
3. **Course Objectives:** Students will:
 - a. Develop skills in the use of specific computer tools applicable to the visual arts.
 - b. Explore the technology to build their own personal vocabulary for expression and communication.
 - c. Examine the philosophical and aesthetic implications of the new technology.
4. **Course Content:**

Classes will be in the form of seminars and workshops concentrating on specific topics, such as:

 - a. Visualization and imaging
 1. History of Computer imaging
 2. State of the Art
 - b. Projects determined by individual interest
 - c. Seminar/workshop topic:
 1. Image processing
 2. Video and graphic mixing
 3. Desktop publishing
 - d. Visual truth:
 1. Cezanne's cylinders, cones and spheres
 2. Mandelbrodt's monstrosities
 3. Virtual Reality, Cyber space
5. **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 culminates in one major project will be required. An oral and written presentation will accompany the final portfolio.

6. Evaluations:

- a. Mark distribution:
 - 1. Term assignments 40%
 - 2. Final portfolio 50%
 - 3. Participation 10%
- b. Mid-term: A number of grade based on the assignments completed.
The mid-term 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.

7. Readings

Students will be directed to selected readings in such journals as *Leonardo and Verbum* as well as *ARTCRIT* and *ISAST* journal on the Internet.

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.