

SCHOOL OF FINE ART AND MUSIC  
Winter Semester 2016  
SART\*4890-01  
INTERACTIVE MULTIMEDIA



INSTRUCTOR: Anna Cox  
TECHNICIAN:  
TIME: Monday & Wednesday, 11:30am – 2:20pm  
LOCATION: Zavitz Hall, Rm. 402  
OFFICE: Zavitz Hall, Rm. 404  
PHONE: Ext. 56186  
EMAIL: annacox@uoguelph.ca  
OFFICE HOURS: to be announced in class

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CALENDAR DESCRIPTION:

This course explores the multimedia world of the Internet. Students will use professional authoring and imaging software to create multimedia presentations that explore contemporary art issues. Seminars will examine cultural and theoretical issues brought about by the spread of digital communication through the Internet.

Prerequisite(s): SART\*3480

Restriction(s): Registration is limited to students registered in the Art History or Studio Art specializations of the Bachelor of Arts program with an average of 70% in all ARTH and SART course attempts.

COURSE DESCRIPTION:

SART 4890 is an advanced level course that explores the web as a distinct creative medium while also examining the impact of digital media on drawing, painting sculpture and photography. Students will be introduced to professional level software that allows them to create interactive multimedia projects. The main objective of the course is to enable students to combine different media types such as video, animations, sound, and digital motion effects software through an understanding of the Adobe CS5 product suite, which includes Flash and Dreamweaver.

The course will build on the computer web graphic foundations covered in SART 3480 and further explore topics such as interactive programming using Flash with Action Scripting, animation using CSS and HTML5. Students will be expected to combine multiple digital media. Students will design and produce a self-directed, media intensive personal project.

Lectures will be given on the development of interface design, creating time line animations, designing multiple cast libraries, layout sprites on the Stage, linked Flash movies, debugging the Action code, working with variables and handlers, global movie scripts, parent/child groups, search engines, and the dissemination of information through multimedia interactivity.

Studies will involve a critical examination of how technology impacts on society, the pervasive nature and circulation of digital content. Readings will examine the cultural changes and manner in which digital content has affected all media, radio, music and television, advertising, corporate and global capitalism. Seminars will explore a range of topics to enable the students to construct meaning from the distribution of computer-mediated communication. What does the instantaneous, virtual realm of cyberspace do to reality? Are we now in the realm of Baudrillard's Hyperreality?

***NOTE: This is a 1.0 credit course. Each week students are expected to spend approximately 8-12 hours outside of class on related course work.***

### **LEARNING OUTCOMES:**

Students will learn:

- How to generate, sustain, and complete a self-directed project using automated directives and professional-level software to create interactive, multimedia projects.
- To critically analyze the pervasive circulation and impact of technology on society
- To critically analyze the impact of their technological habits upon their artistic practice
- To analyze the Internet as a distinct, creative medium
- To conduct extensive independent visual and textual research
- To utilize basic Action Script and CSS code

### **LAB FEES:**

A compulsory materials fee of \$40.00 will be charged for materials and services provided in support of required course projects. The amount will be invoiced by the Office of the Bursar and paid directly with your tuition payment – no additional payment is necessary. **THE LAB FEE WILL NOT BE REFUNDED AFTER THE THIRD WEEK OF CLASSES.**

### **Items Provided by the student:**

Students are responsible for providing their own external hard drive and or USB storage device.

**PLEASE NOTE: Under no circumstances should a student be required to pay any additional monies for supplies needed to complete course assignments – excluding items listed under “Items Provided by the Student”. All supplies are to be paid for using Lab Fee monies. If you are being charged additional monies, please report to Robin McGinnis (rmcginni@uoguelph.ca) in the main office (Zavitz Hall, Rm. 201) immediately.**

**METHOD OF EVALUATION:**

|                                   |     |
|-----------------------------------|-----|
| Technical Exercises .....         | 20% |
| Reading responses.....            | 30% |
| Research presentations.....       | 10% |
| Self Directed Major Project ..... | 40% |

Assignments will be graded on thoroughness and originality of thought. This means a successful demonstration of intent, appropriate use and control of materials in terms of intent, and consideration of presentation and format. Comments will be made during class critiques. *Late assignments will be marked down by 10% per day*

**FACILITIES:**

The School of Fine Art & Music has its own facilities, including a digital lab with Macintosh computers, a black and white group darkroom, a graphic arts darkroom, a dry-room, a film developing closet and a studio. Photography students also have access to a digital lab, equipped with a range of software, and a non-silver print area.

**SAFETY:**

Safety in the studio, etc. is a priority at all times. In order to ensure safety of all participants, the safety procedures/guidelines provided by the instructor must be followed. It is the responsibility of each student to attend any safety orientation that is provided.

**ACADEMIC MISCONDUCT:**

The university takes a very serious view of academic misconduct. Included in this category are such activities as cheating on exams, plagiarism, misrepresentation and submitting the same material in two courses without written permission. Students should be familiar with the section on Academic Misconduct in the Undergraduate Calendar, and be aware that expulsion from the University is a possible penalty. If an instructor suspects that academic misconduct has occurred, that instructor has the right to examine the student orally on the content or any other facet of the submitted work. Moreover, in the College of Arts it is expected that unless a student is explicitly given a collaborative project, all submitted work will have to be done independently.