SCHOOL OF FINE ART AND MUSIC
Winter Semester 2015
SART*4890-01
INTERACTIVE MULTIMEDIA

INSTRUCTOR: Anna Cox
TECHNICIAN: Matt Baker
TIME: Tuesday & Thursday, 11:30am – 2:20pm
LOCATION: Zavitz Hall, Rm. 402
OFFICE Zavitz Hall, Rm. 316
PHONE: Ext. 53191
EMAIL: annacox@uoguelph.ca
OFFICE HOURS: to be announced in class

CALENDAR DESCRIPTION:
This course explores the multimedia world of the Internet. Students will use professional authoring and imaging software to create multimedia presentations which 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, sound editing using Adobe Audition, advanced imaging, video integration, and website interactivity. Students will be expected to combine multiple digital media in an authoring software developing a critical foundational understanding of the versatile Action Scripting programming language. 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, game development theories, 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 Lab Fee:
The $40 lab fee shall be applied in one of four ways, according to the individual students preference, to suit the self directed major project.

1. The purchase of web hosting and or domain space with an approved provider.
2. The use of lab consumables up to the entirety of the lab fee. (ie. printed media or finishing supplies)
3. Reimbursement for externally acquired, specialty consumable supplies. (Instructor approval is required in advance of purchase, for reimbursement.)
4. Any combination of the above, not to exceed the original amount of $40.

Note: All items purchased with lab fee moneys mush be of a "consumable" nature. The supplies or byproducts of the supplies are to become the sole property of the individual student upon the competition of the course.

Items Provided by the student:
Students are responsible for providing their own external hard drive and or USB storage device.

PLEASE NOTE: Under <u>no circumstances</u> 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) <u>immediately.</u>

METHOD OF EVALUATION:
Technical Exercises 30%
Research presentation | Reading responses..30%
Self Directed Major Project 40%