

# CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

## NEW COURSE PROPOSAL

DATE 4.24.07  
PROGRAM AREA ART

### 1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix ART Course# 522 Title GRADUATE STUDIO: DIGITAL MEDIA ART AND TECHNOLOGY Units (3)

6 hours activity per week  
hours blank per week

- ☒ Prerequisites Graduate Standing  
☐ Corequisites

Description Studio course combines history, theory, and production of projects in a range of digital media and emerging art technologies. Emphasis is placed on the interaction of advancing media and historical trends, evolving methods of communication, and the shifting relationship between art, design and technology.

- ☐ Gen Ed ☐ CR/NC ☒ Repeatable for up to 12 units  
Categories  
☐ Lab Fee Required ☒ A - F Total Completions Allowed 4  
☐ Optional (Student's choice) ☐ Multiple Enrollment in same semester  
☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

### 2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (filled in by Dean)
Lecture				<input type="checkbox"/>	
Seminar				<input type="checkbox"/>	
Laboratory				<input type="checkbox"/>	
Activity	3	2	18	<input checked="" type="checkbox"/>	

### 3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an elective course that can meet the MFA studio art degree requirement. This course is a first step for individuals seeking high-level experience and the necessary contextual discussion for production in digital media art. Students will be rigorously challenged to generate highly personalized projects that exhibit sophisticated conceptual reasoning and technical virtuosity. Art 522 will provide a unique opportunity to explore and broaden personal interests in their respective media. Alternating semester themes will maintain a sense of current trends and a diverse array of historical issues, while also making the course repeatable for credit.

#### Learning Objectives

Upon completion, students will be able to:

- Read and research primary source articles, historical and foundational texts
- Critique and discuss digital media art
- Participate in group discussions and critiques; present materials and deliver lectures to the class
- Broaden necessary skills and practices for professional digital media art environments by exploring industry and trans-industry methods of diversity, social and personal responsibility, and self expression
- Complete extensive self-directed and faculty-mentored projects of significant length and complexity

### 4. Is this a General Education Course YES ☐ NO ☒

If Yes, indicate GE category and attach GE Criteria Form:

#### A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication ☐  
A-2 English Writing ☐  
A-3 Critical Thinking ☐

**B (Mathematics, Sciences & Technology)**

B-1 Physical Sciences

B-2 Life Sciences – Biology

B-3 Mathematics – Mathematics and Applications

B-4 Computers and Information Technology

**C (Fine Arts, Literature, Languages & Cultures)**

C-1 Art

C-2 Literature Courses

C-3a Language

C-3b Multicultural

**D (Social Perspectives)**

**E (Human Psychological and Physiological Perspectives)**

**UD Interdisciplinary**

<input type="checkbox"/>
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**5. Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

1) Possible Discussion/Lecture Issues

a. Visual Representation

- i. Prehistory and the earliest stages
- ii. Painting and technological influences
- iii. Photography
- iv. The digital image, bitmaps, pixels, and image processing

b. Cinema, Movement, and Interactivity

- i. Avant-garde cinema
- ii. Constructivism and design
- iii. Borges, multi-linearity, early computing and interactivity

c. The Information Age

- i. The history of print, typography
- ii. Databases and information design
- iii. Mapping, 2D versus 4D space

2) Creative Production

- a. A series of small conceptual “warm-up” projects
- b. Proposals and group discussion for larger project
- c. Development of larger semester project
- d. Documentation and presentation

Does this course overlap a course offered in your academic program? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

**6. Cross-listed Courses (Please fill out separate form for each PREFIX)**

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing: ART

**7. References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

Postman, Neil. "Technopoly: The Surrender of Culture to Technology," NY: Random House, 1993  
 Barthes, Roland. "Camera Lucida," NY: Hill and Wang, 1981, 2000  
 Packer, Randall and Jordan, Ken. "Multimedia: From Wagner to Virtual Reality" NY: W.W. Norton and Company, Inc., 2001  
 Manovich, Lev. "The Language of New Media," Cambridge, MA: MIT Press, 2001  
 De Landa, Manuel. "A Thousand Years of Non-Linear History," NY: Zone Books, 1997  
 Virilio, Paul. "The Information Bomb," London: Verso, 2000

**8. List Faculty Qualified to Teach This Course.**

Liz King, Luke Matjas, Jack Reilly

**9. Effective Date and Frequency.**

- a. Projected semesters to be offered: Fall ☒ Spring ☒ Summer ☐  
 b. First semester offered: Fall 2008

**10. New Resources Required. YES ☐ NO ☒**

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)  
  
 b. Library needs  
  
 c. Facility/space needs

**11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒**

If, YES attach a program modification form for all programs affected.

Liz King/Luke Matjas  
 Proposer of Course

December 14, 2006  
 Date

## Approval Sheet

**Program/Course:** ART 522 Graduate Studio: Digital Media Art and Technology

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Program Chair(s)	Date
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General Education Chair(s)	Date
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Curriculum Committee Chair(s)	Date
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Dean of Faculty	Date
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