

COURSE DESCRIPTION:

Students work with digital approach to mural/public art project development including analysis of sites, conceptualization of ideas, collaboration, Photoshop, Illustrator, and reproduction. This course is designed to meet the University Learning Requirements (ULR's) for Creative/Artistic Expression, Community Participation, and Service Learning in the major. The class works with specific communities through which they develop their ability to identify the nature of audience and how to create works that communicate to diverse audiences. This involves in depth research and the collection of relevant archival and current materials and images.

COURSE LEARNING OUTCOMES: _

Students will learn the skills of digital imaging in a content-based process. The students will learn to do research and define a community/audience and its issues and develop community-sensitive work practices addressing the following Major Learning Outcomes (MLO's): MLO #2/level 2 learning to collaborate within the class and with community, MLO#3/level 1, developing skills and producing work, MLO #4/level 2, analyzing the work, process, and impact of the artwork, and MLO#5 and #6 presenting the work in multiple contexts.

UNIVERSITY LEARNING OUTCOMES:

Creative and Artistic Expression ULR - Each Student must produce a work of art that communicates to a diverse audience. Through visual expression, students comprehend the significance and expression of culture in a variety of ways. The student can identify the nature of audience and can link to the interests and needs of an audience and understand the forms of communication specific to that audience.

COURSE REQUIREMENTS:

- Research and Outreach (MLO 2/level 2) - You are required to complete assigned readings, collect images and current relevant readings and materials pertaining to our subject. The class will work together to create and organize our collected resources. You will visit community sites and contact appropriate community people to interview and outreach.
- Skills Development (MLO 4/level 2) - You will develop your ability to create images in the digital medium with a focus on composition, form, and content. You will complete several digital images that synthesize the research, analysis, and understanding of the issues, community, and audience involved in the collaboration. You will work both individually and collaboratively.
- Collaboration (MLO 3/level 1) - You will participate with the class in the creation of a Digital public art piece. This can take the form of a mural, posters, bus shelter advertising, and other appropriate forms for the selected sites.
- Portfolio Review (MLO 5/level 1) - You will present your work for discussion and critique and participate in the analysis and critique of the class collaborative project.

COURSE REQUIREMENTS continued:

- Project Presentation (MLO 6/level1) - A written artist's statement will be assigned at the end of the semester. You will help in the distribution and presentation of finished works in the CSUMB and local communities.
- Professional Conduct - You will be graded on attendance, punctuality, and participation in research, discussions, and the collaborative process. You will follow the guidelines for the use of the digital equipment.

COURSE TIMELINE (TENTATIVE):

Week 1 August 28 & 30

Tuesday: Introduction to class. Presentations of digital/public art /mural projects. We will discuss the nature of digital media, media literacy, concepts of collaboration, shared knowledge, and public art.

Students will do individual work and class collaboration with community partner, the Monterey Museum of Art. This project is a year long process. We will need to identify the site and format/formats for the Digital public art/mural based on the site and needs of our partner. In the first semester, we will plan to finish a collection of individual works and a collaborative design for a specific site that will be presented in small format. In the second semester we will finalize the design and produce it and install in the public. Institute for Visual and Public Art majors will be required to do additional outreach to the Museum to satisfy their Service Learning credit.

The Monterey Museum of Art collection includes California Painting and Sculpture, Photography, Folk Art from around the world including Pacific Rim Art and a small Asian Art Collection. Their primary goal in working with us is to develop their audience in a unique way.

Thursday: Introduction to the Digital Lab.

Week 2 September 4 & 6

Tuesday: We will discuss plans for this semester. Research and readings will be assigned. Students will work on individual pieces as well as on class collaborative works.

Thursday: We will visit the Museum. We will have to leave by 3:30 since the Museum is only open to 4:00pm. We will carpool.

Week 3 September 11 & 13

Tuesday: We will discuss the visit to Museum. Throughout the semester students will research and collect images relating our site. Students will divide into smaller groups to make appointments with other staff at the museum in order to get information and images of their collection. We will study composition, color, content, image, and text juxtapositions. Our first images will be simply to generate ideas in the form of sketches, collages, and texts.

Thursday: Hand constructed images will be scanned into computer to begin digital imaging.

Week 4 September 18 & 20

Tuesday: We will discuss assigned readings and research. We will discuss what audiences need to be reached and what form it might take in terms of the images and the final output.

Thursday: Lab Day

COURSE TIMELINE (TENTATIVE) continued:

Week 5 September 25 & 27

Tuesday: Review first images. Prepare for visit by Museum staff, Sandra Still.

Thursday: Visit by Sandra Still to review our progress and help us develop our direction.

Week 6 October 2 & 4

Tuesday: Identify what additional images need to be collected/photographed. Research on specific target audiences and the culture of the Museum and how to best represent it. Research possible public venues for the work. Students will continue to work on individual pieces and prepare to present them after the break.

Thursday: Lab Day

Week 7 October 8 through 12 Fall Break

Week 8 October 16 & 18

Tuesday: Critique of individual work. Plan to meet with other Museum staff and report on research. Start class collaborative works. New readings assigned.

Thursday: Visit Museum (tentative).

Week 9 October 23 & 25

Tuesday: Discuss readings.

Thursday: Work in Lab.

Week 10 October 30 & November 1

Tuesday: Discussion of individual work, collaborative pieces and ideas for the project based on research to date.

Thursday: Lab day

Week 11 November 6 & 8

Tuesday: Prepare for visit by Museum staff the next week. We will present our ideas.

Thursday: Lab Day

Week 12 November 13 & 15

Tuesday: Meet with Museum staff for feedback.

COURSE TIMELINE (TENTATIVE) continued:

Thursday: Lab Day

Week 13 Thanksgiving Holiday

Week 14 November 27 & 29

Finish up individual pieces for exhibit at the end of the semester. Prepare to present digital project in small format for presentation.

Week 15 December 4 & 6

Discussion of process and project. Hang work. Prepare artist statements.

Week 16 December 11 & 13

Do Final Critique.