

### 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      January 29 & 31

Tuesday:      Introduction to class. Presentations of digital and public art. Explanation of current project history and expectations.

Students will do an individual and class collaborative piece with the Monterey Museum of Art. We will discuss the nature of digital media, media literacy, concepts of collaboration, shared knowledge, and public art. This project is a year long process. We are in the second semester. We have identified the site and format for the digital works. We are planning a public art exhibition called "Insight/Outside Museum". We will be installing works throughout Monterey as well as at the Monterey Museum. We have completed works from last semester to be included. Students will be expected design works that juxtapose works from the Museum's collection and a site (its community and/or history in Monterey county), get permission for the site, produce work including artist statements, website, and map. Students will install work on-site. We have a deadline of March 4<sup>th</sup> to have designs ready to install at the Monterey Museum. In the week of April 8 – 15 we will install works on site in the community. The public art exhibit will be from April 15 to May 14<sup>th</sup>. Students will take work down by May 17<sup>th</sup>, the last day of class. Institute for Visual and Public Art majors will be required to do additional outreach to the Museum to satisfy their Service Learning credit.

Thursday:      Intro to Digital Lab. Students will be assessed in terms of their digital skills. The first introduction will involve everyone in learning how we will work in the lab, create a system, and share equipment.

Week 2      February 5 & 7

Tuesday:      Past research and readings will be presented and assigned. Class will choose a work from the collection that we have on file and start to look for sites to design their pieces for. Students will be expected to visit the Museum individually or in small groups. Because of the tight deadline for creating finished works for the Museum Educational Department exhibit we will not be visiting the Museum as a class until the installation dates.

Thursday:      Lab day  
Students with little or no experience with Photoshop and Illustrator will work with Gilbert. Duane will be assisting with the map and web-site. He will continue to build it as work is completed.

Week 3      February 12 & 14

Tuesday:      Work on designs. Look for sites in the community and take pictures. Prepare to visit sites. We have an introduction letter for you and procedure to follow.

Thursday:      Lab Day  
Students who have completed work from last semester will begin to format work for large-scale exhibit. We will start to produce this work to create a sample for Museum Exhibit and to work out materials and budget needs.

COURSE TIMELINE (TENTATIVE) continued:

Develop budget, materials list, and order supplies.

Week 4      February 19 & 21

Tuesday:      Work on designs. In progress critique. We will select the best images and ideas, discuss and develop them.

Thursday:      Presentation of new ideas to Museum staff. Talk about press for project. Create press release with Museum staff.

Week 5      February 26 & 28

Tuesday:      Format and finish work to be delivered to Museum by March 4. This includes statements and labels. Images of design and site will be given to Duane to enter onto website.

Week 6      March 5 & 7

Tuesday:      Designs are delivered to Museum. Opening on March 8.

Week 7      March 12 & 14

Tuesday:      Format work for production. Access installation needs for each site.

Week 8      March 19 & 21 SPRING BREAK

Week 9      March 26 & 28

Begin production of work for public art exhibit. This includes finishing project explanation, map and website to be posted next to artwork.

Week 10      April 2 & 4

Finish Production of work.

Week 11      April 8 & 12

INSTALLATION ON SITE

Week 12      April 15 – May 14

Work is on view. Documentation of project.  
Archive images for VPA and RUAP. Create slides of work Students will go to their sites and the museum and video tape exhibit with comments and interviews from public.

COURSE TIMELINE (TENTATIVE) continued:

May 15            Take work down  
May 17            Last class. Final discussion and review of experience and process.

Tasks to be assigned:

- Press
- Work on map
- Work on documentation
- Mounting work on boards and delivery to Museum
- Creating titles
- Installation: Ladders, hardware, tape.

Other Needs:

Digital camera  
Video camera for documentation