

Course Outline – 2007/2008 Academic Year
IAT 100-3: Systems of Media Representation
School of Interactive Arts and Technology

Instructor: Yaana Dancer

Prerequisite: None

Special Instructions: Students with credit for TECH 118, 117, 119 and 120 may not take this course for further credit.

Course Description:

Systems of Media Representation is a project-based course that introduces the theory and hands-on practice of design in digital media. Hands-on practice involves applying formal composition techniques from visual art and design to short projects. Theory involves lectures or research activities that reveal moments of significant shifts in art or design practice or cultural perception brought about by changes in socio-political or technological context. Students are encouraged to consider audience reception and to contextualize their digital media practice from a critical perspective. Students are expected to be able to discuss theoretical considerations and critique peer projects in both written and oral form.

Roughly, half the research and projects are individual and half are team-based. Students are strongly encouraged to adapt experiences from their own lives to project guidelines. There is no requirement to have previous creative or technical skill, as there are built-in tutorials that cover the bare essentials of software used in the course. Those students who have prior creative or technical skill will find challenges in finding a deeper level of engagement with theory and practice.

Course Objectives:

- Contextualize media arts practice in terms of disciplinary history and develop disciplinary appropriate language
- Identify and apply compositional theory to media practice
- Discuss interplay of presentation and reception
- Develop the ability to articulate intention in work through written and verbal critique
- Assess and improve production value through design practice, optimization, media equipment and technique
- Begin to develop proficiency with professional audio/visual software
- Explore creative process, perception and problem solving

Delivery Method: Studio Lab (SL)

Learning Activities & Evaluation:

- Weekly attendance at classes is mandatory
- Assigned readings and activities
- Smaller assignments to be completed in or outside class
- Two larger projects completed outside class
- Field trip to an Art Gallery; attendance is mandatory

Texts, Resources & Materials:

Requirements may vary by instructor. This list is to give students a general idea of course requirements. Students should see individual instructors for a precise list.

- Course pack and/or text book
- Several blank CD-ROMs for submitting assignments
- Headphones; the lab computers do not have speakers
- Available credit on your SFU printing account
- Individual instructors may have requirements not on this list

Required:

“Understanding Comics” (1994) by Scott McLeod; Harper Collins; ISBN 006097625X

Note: These outlines are drafts and are subject to change.

Recommended:

- PC or Mac computer that is capable of working with multi-media, including video
- Image, video and sound editing software
- HTML editor or web authoring program