

Independent Study

ART 499/599, California State University, Fullerton
Spring 2016

Time: TBD

Instructor: Yoon Han (yohan@fullerton.edu)

Location: VA 271 / Office hour: Tuesday 1PM-3PM

Overview

As an advanced course within the context of graphic design and interaction design, this course will focus on developing design strategies for the visual presentation of complex information. Students will investigate the design, editing and analysis of graphic representations of data. The course will explore ways to enhance the clarity, density, and dimensionality of information display. The work is geared toward inclusion in the final portfolio. Topics include interactive design, graphic design, infographics and data visualization, and computer programming-based visualization. Students will work on multiple projects to investigate those topics, and finalize with portfolio development. Building on the skills learned in digital literacy, this course will advance students' technical and conceptual skills in graphic design and interaction design. This course will also explore how technology impacts art and design practices, and produces new possibilities in user engagement and information design. Students will deeply engage in the following design processes: research, concept development, creative direction, design direction, communication strategy, prototype development, design refinement, and production. Students will also engage in critical analyses by reviewing and critiquing others' works.

Contents

This course aspires to answer a few questions:

How has software affected the audio/visual arts?

What is the potential of software within the audio/visual arts?

As a designer or artist, why would I want (or need) to write software?

Software affects many aspects of contemporary audio/visual art and culture. Many established artists have integrated software into their process. Many prominent architects, designers and musicians not only use software, they create custom software to help them realize their unique ideas. The creators of every innovative video game and Hollywood animated film write custom software to enhance their work.

While these exciting developments are taking place at the highest levels of their respective professions, integrating them into education is a challenge. For even the most motivated student, the technical boundaries are difficult to overcome and getting beyond them requires tremendous dedication. As a comprehensive first introduction to the potential of software development within a broad range of the arts, this course aspires to encourage the enthusiasm.

The eminent media theorist Marshall McLuhan wrote: "Today we're beginning to realize that the new media aren't just mechanical gimmicks for creating worlds of illusion, but new languages with new and unique powers of expression." Writing code is one way into these "New and unique powers of expression." Learning to program and to engage the computer more directly with code opens the possibility to create not only tools, but systems, environments, and new modes of expression. It is here that the computer ceases to be a tool and becomes a medium.

Assignments

Students will develop their own projects and provide weekly reports. Detailed schedules and contents of projects depend on students' interests. Written parts should be submitted along with the projects. All the final outcome should be submitted by the end of final week.

Evaluation

The grading is based on the projects, progress, and weekly reports. There will be weekly individual meetings, which students need to work on each week's materials on his/her own and prepare assignments and discussion. All work is evaluated on how well it demonstrates an understanding of the material, its originality, and aesthetic qualities. All assignments must be submitted by email before the individual meetings on its due date. *Late work will not be accepted.* More than two absences without the Instructor's approval will lower the participants' final grade by one unit (i.e. an A will become an B). With each additional unexcused absence, the grade will drop an additional unit.

The % breakdown follows:

30% Final Project

50% Work-in-progress

20% Attendance and Participation

Schedule *(tentative)*

Week 1: Introduction

Week 2-4: Project 1

Week 5-8: Project 2

Week 9-12: Project 3

Week 13-15: Project 4

Week 16: Final Project Presentation
