

Faculty of Law, Humanities and the Arts

School of the Arts English and Media

Subject Outline

MEDA102

Computational Media

6 Credit Points

Spring Session 2014
(Innovation Campus) (On Campus)

Pre-requisites: Nil

Co-requisites: Nil

Teaching Staff

Position	Name	Room	Telephone	Email	Consultation Times
Subject Coordinator	Jo Law	25.142	42215329	jol@uow.edu.au	Wednesday 15.30 – 16.30, Thursday 14.30 – 15.30
Lecturer/Tutor	Etienne Deleflie	25: 156		etienne@uow.edu.au	In class
Tutor	Mat Wall-Smith			matws@uow.edu.au	In class

Discipline Leader

Discipline	Name	Room	Telephone	Email	Consultation Times
Contemporary Arts	Tim Maddock	25.127	4221 3855	tmaddock@uow.edu.au	By Appointment

Faculty Contact Details

Law: Location: 67, Level 2 Ph: 4221 3456 lha-enquiries@uow.edu.au	Humanities & Social Inquiry: Location: 19.1050 Ph: 4221 5328 lha-enquiries@uow.edu.au	The Arts, English & Media: Location: 25.113 Ph: 4221 3996 lha-enquiries@uow.edu.au
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Subject Information

Subject Description

This subject provides an accessible introduction to computational media and electronic art. Students engage in a series of technical exercises that aim to develop an understanding of the material conditions of digital media and encourage exploration of its creative possibilities. At a conceptual level, the subject considers historical debates concerning the aesthetic status of technological art and examines how the field relates to broader tendencies within contemporary art.

Subject Objectives/Learning Outcomes

On successful completion of this subject students will have:

- Engaged critically with the history and aesthetics of technological art
- Demonstrated a sound understanding of computational and electronic media
- Produced creative works that demonstrate fundamental skills in computational and electronic media
- Developed creative work that demonstrates a conceptually informed engagement with the history and traditions of technological media art

Graduate Qualities

Successfully completing the learning and assessment tasks in this subject will assist students in developing the following Graduate Qualities:

Informed

Demonstrate skills and knowledge of the practice, languages, forms, materials, technologies and techniques in their discipline. Understand the roles creative professionals play within society and how history has informed contemporary practice.

Independent learners

Develop and evaluate ideas, concepts, sources and processes by thinking creatively, critically and reflectively. Be able to identify, acknowledge and engage the work, ideas and influences of others.

Problem solvers

Adapt and respond flexibly to different conditions as a creative professional and apply relevant skills and knowledge from a variety of disciplines to realise creative works and products.

For further information on The Schools of the Arts English and Media and UOW Graduate qualities please refer to: <http://lha.uow.edu.au/future-students/graduate-qualities/index.html>

Attendance

Students are expected to attend all classes. Your active and constructive presence in class makes an important contribution to your education as well as that of your peers. Failure to meet attendance requirements as set out below may significantly diminish your mark, and possibly lead to failure.

Students who do not attend at least 80% of all classes (fewer than 10 of 12 classes) including lectures, tutorials, practicals, workshops, computer labs, studios and seminars, risk possible failure in the subject. Roll books will be maintained. Arrival 10 minutes late at class may be deemed an absence. Similarly, students who leave a class early without a satisfactory explanation will be regarded as having been absent from that class and roll books marked accordingly.

Early departure in order to attend another class or an employment commitment does not constitute a satisfactory explanation. Absences incurred by a timetable clash with another subject or by employment commitments do not represent legitimate reasons for absence.

Students should note that the teaching session includes the study recess (week 14) and examination period (weeks 15 and 16) and they must therefore be available if required for final assessments scheduled by the Faculty or the University.

Should your attendance fall below 60% (fewer than 8 classes of 12) owing to unforeseen circumstances or a serious medical condition, you should apply for a withdrawal without academic penalty on compassionate grounds. A passing grade cannot be awarded in these circumstances.

It is the student's responsibility to advise the subject coordinator or tutor of the reasons for any absence from a class. It is not the responsibility of the teacher to provide remedial instruction to those who have not attended classes.

The maximum mark for a student who fails to satisfy the above requirements is 49% (Technical Fail).

Timetable

For current timetable information please refer to the online Subject Timetable on the Current Students webpage: <http://www.uow.edu.au/student/timetables/index.html>

Weekly Outline:

Week / Date	Lecture Topic/Description	Task Due
Week 1 Commencing 28/07/2014	Lecture: Overview: Technology and society Workshop: Visual telegraph/ mediation and communication	
Week 2 Commencing 04/08/2014	Lecture: Community and communication Workshop: Human fax machine/ codification and cryptography	
Week 3 Commencing 11/08/2014	Lecture: Art, craft, and technology Workshop: Analogue coding 1/ instructions	
Week 4 Commencing 18/08/2014	Guest Lecture: Tangible computation Workshop: Analogue coding 2/ processes	Assessment 1: Analogue Processes
Week 5 Commencing 25/08/2014	Lecture: Algorithm and computation Workshop: Processing 1/ introduction	
Week 6 Commencing 01/09/2014	Lecture: Generative artworks Workshop: Processing 2/ animation	
Week 7 Commencing 08/09/2014	POSTGRADUATE WEEK – NO CLASSES	
Week 8 Commencing 15/09/2014	Guest Lecture: Contemporary Media Art Practice Workshop: Processing 3/ compression and iteration	
Week 9 Commencing 22/09/2014	Lecture: Media materiality and aesthetics Workshop: Processing 4/ translation and mediation	Assessment 2: Digital Processes
Week Commencing 29/09/2014	MID-SESSION RECESS - NO CLASSES	
Week 10 Commencing 06/10/2014	Lecture: Data and Visualisation Workshop: Processing 5 / physical computing	
Week 11 Commencing 13/10/2014	Lecture: Electronics, art and network Workshop: Project work	
Week 12 Commencing 20/10/2014	Lecture: Connection and expansion Workshop: Project work	
Week 13 Commencing 27/10/2014	Project presentation	Assessment 3: Project work
Week 14 Commencing 03/11/2014	Study Recess	
Week 15 Commencing 10/11/2014	Examination Week 1	
Week 16 Commencing 17/11/2014	Examination Week 2	

* Monday 6 October 2014 is a public holiday.

Recent Changes and Subject Improvements

2014	Minor changes to subject schedule	Jo Law
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Assessment Information

Assessment

Students are required to attempt all assessment tasks *worth 15% or more* to be eligible for a passing grade in this subject. Students who do not meet this requirement will fail the subject.

The Faculty of Law, Humanities and the Arts reserves the right to scale marks in accordance with the University's *Assessment Guidelines - Scaling*. Marks are not final until declared by the Faculty Assessment Committee.

Referencing

Referencing is an essential component of academic writing or presentation since it enables the reader to follow up the source of ideas and information presented in your work, and to examine the interpretation you place on the material discovered in your research. Reliable referencing clearly indicates where you have drawn your own conclusions from the evidence presented. Importantly, much of the material you will use is covered by copyright which means that you must acknowledge any source of information, including books, journals, newsprint, images and the internet.

It is obligatory for students to reference all sources used in their written work including electronic material. Students should consult the University library website for a detailed explanation and examples of how to reference electronic material correctly: <http://www.library.uow.edu.au/resourcesbytopic/UOW026621.html>

Different programs use different referencing styles to reflect the needs of their discipline. It is the student's responsibility to check which referencing style is used.

Clear examples of how to reference correctly, across a wide variety of source materials, can be found on the UOW Library website:

- Library Resources - Referencing and Citing
<http://www.library.uow.edu.au/resourcesbytopic/UOW026621.html>

Academic Integrity and Plagiarism Policy

The University's Academic Integrity and Plagiarism Policy, Faculty Handbooks and subject guides clearly set out the University's expectation that students submit only their own original work for assessment and avoid plagiarising the work of others or cheating. Re-using any of your own work (either in part or in full) which you have submitted previously for assessment is not permitted without appropriate acknowledgement. Plagiarism can be detected and has led to students being expelled from the University.

The use by students of any website that provides access to essays or other assessment items (sometimes marketed as 'resources'), is extremely unwise. Students who provide an assessment item (or provide access to an assessment item) to others, either directly or indirectly (for example by uploading an assessment item to a website) are considered by the university to be intentionally or recklessly helping other students to cheat. This is considered academic misconduct and students place themselves at risk of being expelled from the University

Students should refer to:

- Student Conduct Rules
<http://www.uow.edu.au/about/policy/UOW058723.html>
- Academic Integrity and Plagiarism Policy
<http://www.uow.edu.au/about/policy/UOW058648.html>

Submission, Receipt & Collection of Assessment Tasks

Assessments are to be submitted on the due dates and via the submission method specified in each assessment task listed in this Subject Outline. Penalties apply for late submission.

To submit an assessment and for all student enquiries please go to LHA Central 19 - located in building 19, room 1050.

Submission of Assessment Tasks

Unless otherwise indicated in this Subject Outline, written assessments must be submitted through LHA Central in building 19, room 1050, by 4pm on the due date.

All assessments submitted must have attached an individualised cover sheet with a bar code. Instructions on how to create and submit the cover sheet can be found at the Faculty's webpage:

<http://lha.uow.edu.au/current-students/UOW154553.html>

If an extension is not granted, any assessment lodged after 4pm on the due date will be considered late and will incur late penalties (see 'late submission' section below).

Receipt of Assessment Tasks

At LHA Central 19, assessments submitted with an individualised cover sheet and barcode will automatically receive an electronic receipt as evidence of submission; this receipt will be issued to your University email account.

Please note that you will need to print the cover sheet on a laser printer (use the library or computer lab printers if necessary) because ink jet printers may not print to the quality needed to make the barcode readable by the scanners.

It is the responsibility of the student to keep a copy of all work submitted for assessment to the Faculty.

In the case where a student submits an assessment that does not incorporate an automated electronic receipt as evidence of submission, the student may request a paper receipt as proof.

Assessment task submission via post, fax or e-mail

Assessments submitted via post, fax or e-mail will only be accepted with the written prior approval from the subject's coordinator.

Students that are given prior approval to submit an assessment via fax must have the relevant coversheet attached and clearly address the fax to the Subject Coordinator via fax number 02 4221 5341.

Students that are given prior approval to submit an assessment via email must have the relevant coversheet attached with the assessment and email the Subject Coordinator directly and copy the LHA Central email lha-enquiries@uow.edu.au.

Students that are given prior approval to submit an assessment, with the relevant coversheet attached, via Australia Post must use registered mail – this will ensure that there is an official receipt of mailing the assessment on the due date. Students must retain the evidence of posting the assessment.

The envelope should be addressed to:

The subject coordinator or tutor's name,
Faculty of Law, Humanities and the Arts

University of Wollongong,
Northfields Avenue, NSW 2522.
Collection of Assessment

The University's Code of Practice Teaching and Assessment requires that at least one assessment be assessed and returned before Week 9 of session.

Assessments submitted during session will be returned to you by your lecturer or tutor. LHA Central does not hold any assessments during session.

Assessments submitted at the end of session will be held at LHA Central 19 up until the end of Week 3 of the following session. After this time, assessments will be returned to the respective Subject Coordinator.

SCSH Only

Unless your tutor or lecturer asks you to do otherwise, submit all assessments following the procedures set out on your campus.

All assessments must have a cover sheet attached. Ensure that all sections are filled in including your tutor's name, the assessment question and sign the plagiarism declaration. You can download a coversheet from the Faculty's webpage at: <http://lha.uow.edu.au/current-students/UOW154553.html>

Students must keep a copy of all work submitted for assessment to the Faculty.

Assessments submitted via post, fax or e-mail will only be accepted with the written prior approval from the subject's coordinator.

The University's Code of Practice Teaching and Assessment requires that at least one assessment be assessed and returned before Week 9 of session.

Assessments submitted during session will be returned to you by your lecturer or tutor.

Late Submission of Assessments

In the absence of an approved request for Academic Consideration (see the *General Advice Guide* for information about, and links to, the *Academic Consideration Policy*) in the form of an extension, assessment tasks must be submitted by 4pm (unless otherwise specified in the Assessment Task information) on the due date. Assessments submitted within three (3) working days of the due date will be marked no higher than a Pass Grade (50 - 64%). Work submitted beyond three (3) days of the due date will be accepted as a component of the subject, but no mark will be awarded.

An assessment task that is submitted after 4pm on any day will be deemed to have been submitted on the next working day. Penalties accrue on each day that the assessment task is late, including Saturdays, Sundays and public holidays.

For assessments that are required to be submitted in hard copy via LHA Central in building 19, submission must be made by 4pm on weekdays to be recorded as submitted on that day.

Only with the written prior approval from the subject's coordinator, students may submit their assessment on a Saturday, Sunday or public holiday in electronic format via email to lha-enquiries@uow.edu.au. This is on the condition that they submit the hard copy of this assessment task by 4pm on the next working day with a completed statutory declaration (in the form available at

<http://www.uow.edu.au/content/groups/public/@web/@gov/documents/doc/uow060608.pdf>)

to the effect that they confirm that the electronic and hard copies of the assessment are identical in all material respects. Where this is done, the submission date will be deemed to be that of the electronic submission for purposes of calculation of the late penalty.

In the absence of an extension having been granted pursuant to the Academic Consideration Policy, work submitted beyond seven (7) days of the due date will be accepted only if submission of that assessment is necessary to pass the subject but a mark of 'zero' will be recorded.

Electronic Submission of Assessments

Where assessments must be submitted electronically (i.e. through an eLearning site or via email) the procedures for doing so will be in accordance with the Code of Practice — Teaching and Assessment, and specified in each assessment task listed in this Subject Outline. It is imperative that students retain receipts of materials submitted electronically. As a general rule, assessments will not be accepted or marked if submitted by fax except in special cases where the Subject Coordinator has given prior approval.

Retention of Assessments

Assessment work (with the exception of theses) will be retained at least until the end of the academic appeal period. The appeal period is 21 days after distribution of marks or release of final grades. For further information please refer to Academic Grievance Policy - Coursework & Honours Students on the UOW website.

- Academic Grievance Policy - Coursework and Honours Students
<http://www.uow.edu.au/about/policy/UOW058653.html>

Theses submitted or completed by students for the purposes of assessment or evaluation will be retained for a minimum of 3 years after date of submission. For further information please refer to Academic Grievance Policy (Higher Degree Research Students) on the UOW website.

- Academic Grievance Policy (Higher Degree Research Students)
<http://www.uow.edu.au/about/policy/UOW058652.html>

Subject Assessment Tasks

Assessment 1: Analogue Coding Processes Summary and Analysis

Marking:	Marked out of 100 - 25%
Description:	<p>Choose an artwork, a design, a scientific work, or a technology discussed in lectures 01 – 03. Think about your tutorial activities from weeks 1 to 3 and refer back to the research you conducted. Consider the following questions:</p> <p>How does language turn into code and vice versa? How is a task broken down into steps? How are real world things and events translated into codes? What limitations do these processes impose? What possibilities do these processes offer?</p> <p>Conduct further research into the historical and cultural contexts of the work you chose. Write an analysis on the work focusing on one of the following processes in the making, usage, or reception of the work:</p> <ol style="list-style-type: none">1. Coding and codification2. Instructions and procedure action3. Translation and transmission
Due Date:	Week 4 – prior to the beginning of your workshop class
Graduate Quality developed:	Independent Learners / Effective Communicators
Format:	A blog post (750 – 1000 words), including images, on the subject website.
Assessment Criteria:	<ul style="list-style-type: none">• Research engagement• Critical analysis• Clarity and succinctness
Submission Method:	Post to subject website

Assessment 2: Digital Coding Processes (Processing Sketch)

Marking:	Marked out of 100 - 30%
Description:	<p>Based on the tutorial activities from weeks 5 to 8, create a <i>Processing</i> sketch that explores the use of iteration. The completed sketch can be static or dynamic.</p> <p>Along with your exported sketch uploaded to the subject's blog, you also need to supply your code. Borrowing from existing codes is permitted but you are expected to comment extensively throughout the codes to demonstrate your understanding.</p> <p>Write a statement (200 word) that situates your experiment in relation to relevant artworks, design, scientific studies, and technologies discussed in the lectures and workshops.</p>
Due Date:	Week 9 - prior to the beginning of your workshop class
Graduate Quality developed:	Independent Learners / Problem Solvers
Format:	Processing sketch, source code, and statement (200 words) posted as a blog post on the subject website.
Assessment Criteria:	<ul style="list-style-type: none"> • Research engagement • Quality of comments and codes • Execution
Submission Method:	Post to subject website

Assessment 3: Project Work and Artist's statement

Marking:	Marked out of 100 - 45%
Description:	<p>Research an existing media artwork (discussed in the lectures and/or workshops) that makes use of repetition and variation as its central theme. Create a work that is composed of iterated and/or repetitive procedural action.</p> <p>The form/output can be images or animation displayed on screens, print-outs, interactive installations, 3-d objects, or a performance. Provide an artist statement that outlines your concept, rationale and processes. References to relevant lecture materials will help contextualise your project in relation to contemporary media art works.</p>
Due Date:	Week 13
FCA Graduate Quality developed:	Informed / Independent Learners / Problem Solvers
Format:	Screen-based, paper-based, object-based, interactive or performance work Written statement (100 – 150 words)
Assessment Criteria:	<ul style="list-style-type: none"> • Research engagement • Conceptual development • Execution and presentation
Submission Method:	<p>Presentation of work (as directed in class)</p> <p>Printed artist's statement</p> <p>Documentation of work and statement posted to subject website</p>

Supplementary Assessment

Supplementary assessment may be offered to students whose performance in this subject is close to that required to pass the subject, and are identified as meriting an offer of a supplementary assessment. The precise form of supplementary assessment will be determined at the time the offer of a supplementary assessment is made. Students who satisfactorily complete a supplementary assessment will be awarded a grade of 50% (Pass Supplementary)

Subject Resources and Materials

Set Texts

Nil

Recommended Reading / Viewing / Listening

Blais, J. and Ippolito, J. 2006, *At the Edge of Art*, Thames & Hudson, London

Chun, W. H. K. and Keenan, T. (eds) 2006, *New Media, Old Media*, Routledge, New York and London

Cramer, F. and Gabriel, U. 2001, *Software Art*. Transmediale.01 Arts Festival, Berlin

Evans, D. (ed.) 2009, *Appropriation*, Whitechapel, London

Gere, C. 2002, *Digital Culture*, Reaktion Books, London

Goriunova, O. and Shulgin, A. 2004, *read_me: Software Art & Cultures*, Aarhus University Press, Denmark

Manovich, L. 2001, *The Language of New Media*, MIT Press, Cambridge Massachusetts,

Paul, C. 2003, *Digital Art*, Thames & Hudson, London

Shanken, E. A. 2009, *Art and Electronic Media*, Phaidon, New York

Shanken, E. A. 1998, The House that Jack Built: Jack Burnham's Concept of "Software" as a Metaphor for Art. *Leonardo Electronic Almanac* 6(10). <http://www.duke.edu/~giftwrap/House.html> (accessed 23 July 2006).

Tribe, M. and Reena, J. 2006, *New Media Art*, Taschen, Koln Germany

Wardrip-Fruin, N. and Montfort, N. (eds) 2003, *The New Media Reader*, The MIT Press, Cambridge, Massachusetts

W3Schools: <http://www.w3schools.com/>

Websites:

MEDADADA: <http://www.medadada.net>

FLOSS manuals: <http://en.flossmanuals.net/>

W3Schools: <http://www.w3schools.com/html/>

Processing: <http://www.processing.org/>

These resources are recommended and are not intended to be exhaustive. Students are encouraged to use the Library catalogue and databases to locate additional resources and supplement the recommendations with resources you discover through your own research, both online and in hard copy.

- UOW Library website
<http://www.library.uow.edu.au/index.html>

General Advice Guide

Each session the Faculty of Law, Humanities and the Arts produces a guide to Faculty and University policies, programs and resources.

Students are encouraged to access a copy of the General Advice Guide at the start of each session.

The General Advice Guide can be accessed from the Faculty website at <http://lha.uow.edu.au/taem/current-students/UOW093156.html>