

# SF186: Visual Language II

Mass. College of Art – Syllabus: Spring 2008 (revised 1/23/08)

Class sessions: Thursdays 1:30pm – 6:30pm

Room: S305

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www.camramirez.com/teaching.htm

**Office Hours:** Thursdays 12:30pm – 1:30 pm, or by appointment

## Course Description:

Visual Language II is a course devoted to a student's progress toward a more sustained and independent inquiry into topics of personal interest. The course will include three projects followed by an independent final project of your choosing. These projects will be written down, documented and developed in a learning contract. The class time will be divided between class critiques and individual meetings with the professor.

## Expectations:

You are expected to develop a professional attitude in all aspects of this course. This includes, not only fulfilling the course requirements, but also demonstrating respect, support and cooperative effort toward your fellow students during class discussions and critiques. You are expected to show respect to your workspace, materials and equipment and to communicate with me about any problems you are having with any aspect of this course.

When you are absent, you are accountable for the information given out in class the day you were absent. You will be responsible for getting this information from other students who attended the class that week. I will hand out a copy of fellow students' names, email addresses and telephone numbers [with the students' consent]. You are also expected to make regular backups of your work. Each student is responsible for having all supplies required of this course. Check the website and your email regularly. I will be emailing you any updates whenever they happen.

## Grading is based on the following:

Attendance: Class attendance is absolutely required. Three absences will result in automatic failure. Punctuality counts. If you are over 10 min. late, you will be marked tardy. Being tardy twice equals one absence. In addition, coming to in-class lab days unprepared will result in an absence.

• **30% In-class lab Assignments:** Some class sessions will have a lab objective that students are required to complete before the end of class. Details about the day's assignments will be given at the start of class on that day.

Assignments & Critiques: Four major assignments, each with a critique day, will be described in project sheets throughout the semester. You will earn grades for each assignment during the semester and for each critique based on the following criteria:

- **25% Production:** Are you meeting all deadlines and project specifications?
- **25% Quality:** Are you meeting basic professional technical standards? Do you effectively convey your intended message to your audience? What is the purpose of any ambiguities you may employ?

• **20% Participation:** Active participation in all critiques and class discussions is expected. This includes completion of all the reading assignments.

**Projects Overview:**

- Source/Imagery
- Source/Book
- Source/Video
- Independent Project – Time-Based Multi-Media

**Studio Assignments:**

**Clarity of concept:** Each project must not only reflect an understanding of the assignment but also show innovation in solving conceptual and creative problems.

**Innovative Technical Execution:** For most of you, this class will be an entirely new way of creating art. You must work outside your comfort zone and take chances while making your projects.

**Please note: Any assignment that fails to meet these expectations will not be accepted and will have to be re-done. (see below)**

**Assignments:**

**Deadlines:** All work is due on the specified deadline. Late or incomplete work will not be accepted. If you are to miss a class, you may send in your work with a classmate for it to count as being on time. Expect to work at least one hour outside of class for each hour in class. All projects for critique in class are expected to be “presentation ready” BEFORE the start of class.

**Insufficient Work:** Work that is insufficient will be returned to you to be re-done. You should re-work your projects based on feedback from your in-class critique; therefore, it is a good idea to make notes on the feedback that you are getting from classmates. The deadline for re-do’s is the next scheduled class meeting.

Writing assignments should be written in Microsoft Word, be sure to spell-check. Cheating will not be tolerated in any instance. MassArt’s academic honesty guidelines will be upheld.

**Readings:**

From “Launching the Imagination” by Mary Stewart (you will be given copies as needed)

**Required Supplies:**

**Firewire drive:** There is an exclusive offer for Lacie drives for students of Massart. There are forms available that describe the offer and contact information for the vendor, E.P. Levines 617-951-1499

**Mini-DV Tapes:** You will need at least one 60 min tape, available at the Massart bookstore

**Blank DVD-R’s:** Used for making backups of your work and final projects. Also at the bookstore.

Please bring these supplies to class each week.

**This syllabus is a guideline for the course; I may make changes to it as the course progresses.**

## **Course Schedule:**

\*Please Note: The following schedule is subject to change at my discretion. If you miss a class, it is your responsibility to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, you will be responsible upon returning to class for both the current weeks assignments, as well as the assignments for the week you missed.

### **Module I. Source/Imagery**

#### January 24

In Class: Introduction to Course

Assigned: Source/Imagery (choose 3 sources)

Show:

VL concepts: scope

#### January 31

Due: Source/Imagery (3 sources)

In Class: Choose 1 of 3 sources

Assigned: Source/Imagery (start collecting source imagery)

Show:

VL concepts: intensity

#### February 7

Due: Imagery first draft (10-15 images)

In Class: Imagery first draft crit

Assigned: Source Imagery final

Show:

VL concepts: setting

#### February 14

Due: Source Imagery final images

In Class: Source Imagery final images crit

Assigned: Source Imagery book (start sequencing images)

Show:

VL concepts: setting

### **Module II. Source/Book**

#### February 21

Due: Source Imagery book 1<sup>st</sup> draft

In Class: Source Imagery book 1<sup>st</sup> draft crit

Assigned: Source Imagery book first draft (collage using photoshop)

Show:

VL concepts: chronology, narrative

#### February 28

(no class, Faculty/Staff day)

#### March 6

Field Trip to gallery or museum, TBA

#### March 13

(no class, Spring Break!)

March 20

Due: Source Imagery book 2<sup>nd</sup> draft  
In Class: Source Imagery book 2<sup>nd</sup> draft crit  
Assigned: Source Imagery book final  
Show:  
VL concepts: storyboarding, transitions, intensity

March 27

Due: Source Imagery book final  
In Class: Source Imagery book final crit  
Assigned: Source Imagery video

**Module III. Source/Video**

April 3

Due: Source Imagery video (rough video footage)  
In Class: iMovie demo (capture & editing)  
Assigned: Source Imagery video final (due 4/7)  
Show:  
VL concepts: duration, tempo, organization of clips, narrative and non narrative formats, relation between shots, transitions from shot to shot

April 10

In Class: Individual Meetings

April 17

Due: Source Imagery video final  
In Class: Source Imagery final video crit  
Assigned: Independent project

**Module IV. Independent Project**

April 24

Due: Independent project 1<sup>st</sup> draft  
In Class: Independent project 1<sup>st</sup> draft crit  
Assigned: Independent project 2<sup>nd</sup> draft

May 1

Due: Independent project 2<sup>nd</sup> draft  
In Class: Independent project 2<sup>nd</sup> draft crit  
Assigned: Independent project final

May 8

Due: Independent project  
In Class: Independent project final crit