

Art 12A – Art, Design and Electronic Culture

Summer 2021, Summer 2022

Hybrid online and full online, asynchronous lecture, twice weekly

University of California, Irvine

Instructor: Kelly Donahey

Discussion Group 1 TA

Discussion Group 2 TA

Discussion Group 3 TA

Course Description

Art 12A – Art, Design and Electronic Culture is an introduction to the historical and theoretical foundations of digital media art and a required class. Please note, this is an accelerated, asynchronous, summer course. This is an introductory class and most of the students are NOT art students or technologists; don't worry if you've never made art, or electronic art, or don't know much about computers or other electronic technologies.

Student Learning Outcomes

After successful completion of this course, you will:

- Have an understanding of how 20th and 21st-century information technologies led to new expressive media in the arts
- Know how today's digital culture evolved in part through interdisciplinary collaborations between artists, engineers, scientists and scholars
- Have a critical relationship to contemporary information technologies
- Know how to use digital media to make an artwork about your relationship to technology

Midterm, Media Strike proposal 650-1000 words

For your final, you will be (1) taking a 48-hour strike from the digital media of your choosing and (2) making a digital artwork in response to this experience. Your midterm is a proposal addressing your (A) prospective media, (B) the significance of this media to your daily life, (C) how you might need to plan and prepare for the strike, (D) ideas for art media that might be suitable to your skill level and intended strike media.

Final, Media Artwork in response to digital media strike

Quiz and discussion board post with 2 comments for classmates due weekly

Week 1 – Course Introduction

Lecture 1, The problem: art and information technology

Watch, The Gelatin Silver Process – Photographic Processes Series; How Kodak Exposed the Atomic Bomb; “A Lightplay: Black White Grey,” László Moholy-Nagy

Read, “From Pigment to Light,” László Moholy-Nagy; *Excerpt from Born Equal and Free*, Ansel Adams

There is no there, there: from photographs to simulations

Lecture 2, Guest Lecture with Molly Thraikill, Photographing the Unbuilt

Watch, “Digital Photography – Photographic Process Series”; “Body Evolution – Model Before and After [rapid photo-manipulation]”

Week 2 – Computational Kraft-werk

Lecture 3a, Computational Kraft-werk

Read, “The Playboy Interview: Marshall McLuhan, 1969; “Amazon Alexa unveils new technology that can mimic voices, including the dead,” The Washington Post, 2022

Listen, *Future Human*, Ep 1, “E.A.T Then and Now,” Computer World by Kraftwerk

Lecture 4, The sensor-ium! Robots, Cyborgs, and Automata

Read, “What Robots Still Can’t Do,” Simon Penny; “A Cyborg Manifesto,” Donna Haraway

Week 3- Who are you when somebody’s watching you?

Lecture 5, Conceptualism, the Data of the Everyday

Read, “Notes on art and information processing,” Jack Burnham in *Software: Information Technology Its New Meaning for Art*; “Essay” in Information catalogue; “MoMA Press Release for the Exhibition *Information*”

Watch, Chris Burden “Performances,” 1971; “One-Year Performance, 1980-81 (Time Clock), Tehching Hsieh”

Listen, “How to Make a Happening,” Allan Kaprow reading

Lecture 6, Big Brother or the “brotherhood of man”?

Read, Excerpt *1984*, George Orwell; Excerpt “Becoming Robot,” Nam Jun Paik

Watch, “Xu Bing on the New Project Dragonfly Eyes”; “Good morning, Mr. Orwell,” Nam June Paik, 1984; “Technology Transformation: Wonder Woman,” Dara Birnbaum, 1978; “Secrecy: Help Me to Understand,” Ulysses Jenkins; “Prix Forum II – Interactive Art + [help me know the truth,” Mary Flanagan; (Optional) “Data and Inequality Seminar: Ramesh Srinivasan: We the Users”

Week 4- There is no there, there: art on the internet

Lecture 7, Net Art! The Art Happens Where?

Read, “The Demise of net.art: A Look at Artifacts Past,” Kenta Murakami; “An Identity Through Time,” David Schmudde; “The Road To Xanadu,” Ted Nelson

Watch, “Ted Nelson demonstrates Xanadu Space”

Listen, “The Sound of Dial-Up Internet”

Lecture 8, Guest Lecture with Erin Gordon, Video Game Art

Read, “Do You Want to Quit? Intimacy, Site, Self,” Erin Gordon; “Critical Play: Artists Rethinking Games,” Mary Flanagan

Week 5- NFTs and Final Presentation

Lecture 9, Guest Lecture with Zebulon Zang, Money for Nothing: On NFT Art

Final Class Exhibition of Class Artworks

Late Policy

Working asynchronously can be challenging especially as we are still in the midst of continued disruptions due to COVID, etc.. Sometimes we just need a bit of extra time.

- If there is a family or medical emergency, please contact me or your TA via Canvas email. Exceptions can be made on a case-by-case basis.
- If you already know that you will have a conflict this quarter. Reach out ASAP.
- If you're running a bit behind, don't worry. Late work will be accepted with a .12% deduction per hour, or 3.12% per 24-hour day.

Plagiarism

"Plagiarism occurs when you submit an assignment, a part of an assignment, or a creative work as your own when it was originally created by someone else. Self-plagiarism occurs when you submit your own work for more than one class without permission from the instructors." - (<https://aisc.uci.edu/students/academic-integrity/promote-integrity.php>

[Links to an external site.](#))

Plagiarism will result in an automatic zero on the assignment. At the discretion of the instructor, plagiarism may also be reported to the office of academic integrity and could result in an F in the overall course grade.

To avoid plagiarism, please use quotation marks around any text duplicated from another source (see above); and, identify any resources that you quote from or paraphrase in your writing - this includes the writing of your classmates. For the purposes of 12A, a simple in-text citation which includes the author and page number, or the title and page number, or even just a link, will be sufficient. If you will use a particular citation style in your major, like MLA or Chicago, it might be helpful to continue practicing that style here. If you have any questions about when or how to quote, please reach out to your instructor or TA. The UCI Library has also created a helpful guide: <https://guides.lib.uci.edu/citations>

[Links to an external site.](#)