

**Mondays, 2 – 5 PM (A207 most days or Mac Lab room B 211B – see schedule of classes)**

**Course Description:** In this multi-media studio class we will explore the distribution of images and text through network systems, creating art from ephemera in the form of hand-made mail art, as mass-produced printed material, and in digital format. Students will be introduced to strategies of visual communication traditionally associated with Dada, Fluxus, and Mail Art movements, initially looking at a range of artists from Marcel Duchamp to Henrik Drescher. Our investigation will progress towards more recent approaches to these strategies that utilize digital technology and the Internet, both as a broadcast medium (one to many), as well as a system that enables new forms of emergent content (many to many). In this way, we will consider the medium of the Internet from both aesthetic and conceptual perspectives. Students will have the opportunity to develop their personal voice through several short individual assignments. We will pay particular attention to the interface of art and technology, as well as contemporary theory around access, public and social spaces, interaction, audience, and community during class critiques, slide lectures, readings, films, and special presentations.

**Summary of class topics and projects:** **Artist Trading Cards (ATCs)** **Four assignments (one presentation and three studio projects)** have been designed to incorporate/appropriate strategies of visual communication and the network/distribution systems associated with the hand-made approach of Mail Art (specifically ATCs), mechanical printing processes, and digital media. You will create a series of both hand-made and mass-printed ATCs (using Photoshop and InDesign) that we will swap on-line and in person, during an exhibition/workshop/swap in the Mission Hill Foyer Gallery during the last two weeks of the semester.

There will also be a **class blog** that you will be required to contribute to from time to time. We will be using the class blog this semester to discuss a small collection of articles that are of particular interest to this course. In addition, I may use the blog to provide links to additional projects, examples, references, and resources that are relevant to the class. You're encouraged to do the same as contributors! You can find the blog at [artfromephemera.blogspot.com](http://artfromephemera.blogspot.com).

I have reserved the **Mission Hill Foyer Gallery** for an ATC exhibition/workshop/swap during the last two weeks of the semester, open **November 11<sup>th</sup> through November 23<sup>rd</sup>**. We will install the show on Monday, November 10<sup>th</sup> and de-install on Monday, November 24<sup>th</sup>. The reception/workshop/swap will take place on the evening of Monday, November 17<sup>th</sup>, after our final critique that afternoon. We will discuss the show in more detail throughout the semester leading up to installation.

**Attendance & Communication:** Regular attendance is required. In addition to studio time, each class may include discussion and/or critique, images and examples, and/or demonstrations. **If you miss more than three classes**, I will assume you are no longer interested in being part of the course and will use a faculty drop form to remove you from the class. **Class will begin promptly at 2 p.m.** There will be no repeats. If you miss a class, it is your responsibility to get any missed information from a fellow student or from me. I will communicate with you on a regular basis via **email**. **It's important that you provide me with a valid email address and check it regularly.**

**Course requirements for credit include:** being on time and prepared for class; completing the assigned reading and contributing to the class blog; participating in all discussions and critiques; presenting your work for critique twice during the semester; and participating in the class exhibition.

### September 8 – Introductions + Student Presentations Assigned

- Introductions to the class and to each other; syllabus review; image overview.
- I will demo Blogger and how to post to the class blog ([artfromephemera.blogspot.com](http://artfromephemera.blogspot.com)) and give you time in class to set up your individual accounts, if you don't already have one.
- Discuss the 1<sup>st</sup> assignment (per handout); DUE next class, Monday, September 15<sup>th</sup>
- brief demo on "slide" presentations, using either PowerPoint (preferably) or a Preview of JPEGs
- in-class film screening of Miranda July's *Me and You and Everyone We Know*

#### for next week:

- make sure your gmail/blogger account is set up and begin by posting your comments on this week's reading (see below; the reading will be e-mailed to you by Tuesday afternoon; I'll post discussion questions to the blog at the same time)
- complete the 1<sup>st</sup> assignment (see handout) and come to class next Monday prepared to give a 5 to 10-minute, *informal* presentation about the artist or project you selected and your experience/participation, if applicable (use PowerPoint or put together a series of images to show in a "slideshow")

#### READ/BLOG:

- Maurice Rickards, *Encyclopedia of Ephemera: A Guide to the Fragmentary Documents of Everyday Life for the Collector, Curator, and Historian* (excerpts for reference)
- John Held Jr., *The Mail Art Exhibition: Personal Worlds to Cultural Strategies*

### September 15 – Warming Up + Intro to ATCs & 2nd Assignment

- Student presentations about mail artists and web-based mail art-inspired projects
- PLUS, an Introduction to Artist Trading Cards (ATCs)
  - Discuss 2<sup>nd</sup> assignment (per handout); DUE Monday, October 6<sup>th</sup>

#### for next week:

- begin working on your hand-made series of 20 unique ATCs
  - the *only* restriction is that each "card" be 2 ½ by 3 ½ inches in size

#### READ/BLOG:

- Lisa Ohmer, *Small canvas, big impact: the history and future of ATCs*

### September 22 – Work Day (A 207) and/or Scanning/Photoshop Demo (Mac Lab @ 2 PM, optional)

- students already familiar with **scanning and Photoshop** are free to work in room A207; otherwise, I will be giving a demo on scanning imagery and Photoshop basics that will be useful for the next project, at 2 PM in the Mac Lab, room B 211B

#### for next week:

- continue working on your series of 20 hand-made ATCs

### September 29 – Work Day (A 207) and/or InDesign Demo (Mac Lab @ 2 PM, optional)

- students already familiar with **InDesign** are free to work in room A207; otherwise, I will be giving a demo on InDesign basics that you will **need to know and use** for the next project, at 2 PM in the Mac Lab, room B 211B

#### for next week:

- FINISH your series of 20 hand-made, unique ATCs

## October 6 – Group Critique (hand-made assignment) + Introduction to 3<sup>rd</sup> Assignment

- each student will have some time to present and receive feedback on their series of 20 hand-made, unique ATCs
  - you will have a few more weeks to finalize this series, based on today's critique, while you work on your mass-printed ATC designs
  - All hand-made ATCs will need to be collected (for the exhibition) by Monday, Nov. 3
- Discuss the 3<sup>rd</sup> assignment (mass-printed ATCs, per handout); *digital files* of your design (front & back) DUE Monday, October 27<sup>th</sup>
  - options:
    - scan one of your hand-made ATCs **OR** design a new ATC from scratch, using the Scanning, Photoshop, and InDesign basics you've learned over the last few weeks
  - we'll be using Jakprints.com to have custom-cut cards printed (100 cards per student; a significant portion of this order will be paid by TIA)

### **for next week:**

- begin working on your scanned imagery and/or new design for your mass-printed ATC
  - don't forget to think about what you'd like to have printed on the *back* of your ATC!
- have images and files prepped for "Press-Ready" demo during next class, Oct. 20<sup>th</sup>, so you can ask questions, receive feedback, etc.

## <October 13 – NO CLASS (Columbus Day)>

- *keep working on your designs for mass-printed ATCs!*

## October 20 – Work Day + "Press-Ready" Demo (meet in Mac Lab; mandatory for all students!)

- **all students** must meet in the Mac Lab for the "Press-Ready" demo at the beginning of class
  - the demo will begin promptly at 2 PM; everyone is required to attend this demo!
  - we will go over important information for preparing files for upload to Jakprints.com website (i.e. CMYK/grayscale images, resolution, bleed/trim/text boundaries, fonts, etc.)
- during remaining class time I will circulate to give you one-on-one feedback on your designs, files, etc.

## October 27 – Work Day – files to Jakprints by 5 PM

- last day to tweak your files!
  - They must be uploaded to the Jakprints website by the end of class!
  - Bring in cash or check for student contribution (to be determined)
- Discuss MH Gallery Exhibition:
  - finalize show title so Exhibitions can produce vinyl lettering in time for installation
  - think about labels (your name, title for your series, etc.)

### **for next week:**

#### **READ/BLOG:**

1. Dieter Daniels, *The Art of Communication: From Mail Art to the e-mail*
2. John Ippolito, *Ten Myths of Internet Art*
3. Carrie McLaren, *Media Virus*

## November 3 – On-line ATC swap + prep for show

- Details about on-line ATC swap TBA
- Collect your series of 20 hand-made ATCs for the exhibition installation next week
  - Discuss show details, plans for installation, etc.

### November 10 – Installation of Mission Hill Foyer Gallery @ 160 St. Alphonsus

- meet in the Mission Hill Gallery at 2 PM to install the show; we may need to stay a bit past 5 in order to complete installation; exhibition officially “opens” Tuesday, November 11<sup>th</sup>

### November 17 – Final Critique & Exhibition/Workshop/Swap (2 to 9 PM)

- meet in the Mission Hill Gallery at 2 PM for our final critique
  - everyone will have some time to receive any additional feedback about their hand-made ATCs, exhibition display choices, and mass-printed ATC design
- after our critique and a short break we will begin setting up for our exhibition/workshop/swap
  - exhibition/workshop/swap will take place from 5:30 to 8:30 PM
  - bring a snack to share during the reception
  - feel free to bring additional materials, supplies, etc., for the workshop portion
  - and be sure to have enough of your mass-printed ATCs to swap
  - please plan to stay for a few minutes after the exhibition/workshop/swap concludes to help clean-up, etc.

### November 24 – De-installation of MH Gallery

- meet in the Mission Hill Gallery at 2 PM to de-install the exhibition

### December 1 – Follow-up on on-line ATC swap, in-class swap, fond farewells, etc.

- we will use this last meeting to follow up on the on-line swap (details TBA), participate in an in-class swap so that you have a portfolio of ATCs from your fellow artists, and follow up on any other details, questions before review boards, etc.
  - Potluck! If you can swing it, bring a snack or drink to share with the class.

*<The class **blog** will remain active throughout Winter Break; feel free to post to it if you find something of interest. You'll be removed as contributors before the Spring 2009 semester begins in order to make room for the incoming group.>*

*<Good luck on your review boards and happy holidays!>*