



Module Title:

Art & Social Networking

<i>Academic Yr</i> 11-12	<i>Level</i> Level 7	<i>Programmes on which offered</i> MA Creative Technology
<i>Credits</i> 15 Credits	<i>Duration</i> 12 weeks	

Staff

<i>Module Co-ordinator</i>	<i>Teaching Staff</i>	<i>Support Staff</i>
Prof. Paul Sermon	Prof. Paul Sermon Charlotte Gould	Chris Warwick

Verification (external verification requires confirmation in writing [email OK] – please indicate who holds this)

<i>Verifier</i>	<i>Name</i>	<i>Confirmation held by</i>	<i>Date</i>
Internal 1	Prof. Paul Sermon		09/09/11
Internal 2	Charlotte Gould		09/09/11
External	Prof. Martin Rieser		

Module Details

Rationale (from MS1):

The aim of this module is to provide practical and theoretical knowledge and creative and technical skills in the following related areas:

- History of telecommunication arts.
- Streaming Media - net-casting video and audio media over the Internet.
- WWW protocols - HTML, WWW editors, programming and scripting languages.
- SWS and Internet protocols - FTP, Blogs, Facebook, VLEs, Vimeo etc.
- Practice based research project, Telematic Futures

Module Learning outcomes (from MS1)

On completion of this module students should have gained sufficient technical skills that would allow them to work as a specialised individual, either independently, or within a team, on future telematic and Internet based projects. Skills to include:

- Web page design and site construction.
- General administrator's knowledge of SNS, FTP, Blogs and WWW servers.
- Basic network design and configuration of hardware and software.

Students would be expected to demonstrate an in-depth understanding and knowledge of the current Internet art scene - being able to formulate an informed critical judgement on the art telecommunications scene worldwide. Knowledge to include:

- Familiarity with an international telematic-related exhibition circuit.
- Involvement within telematic related conferences via email and web based participation.
- Critical evaluation of a successful Internet project

Transferable/Key Skills and other attributes (as indicated on MS1):

Communication	Working with others
Managing own learning	Information Technology
Problem Solving	

Risk Assessment:

<i>Date completed</i>	<i>Completed by</i>	<i>Special Instructions</i>

Module Assessment Criteria (*select as appropriate*)

- | | |
|--------------------------|--|
| 1) Creativity | 6) Knowledge and understanding of subject matter |
| 2) Visual communication | 7) Team Working |
| 3) Written communication | 8) Critical judgement and analytical ability |
| 4) Oral communication | 9) Enquiry and use of sources |
| 5) Technical skills | |

Teaching Details**Module Programme** (*content, dates, activities, Interim deadlines, lecture programme, reviews etc.*):

Wed 12 Oct (10.00 to 13.00 Media City 3.31) Introduction to Course / Overview
 Wed 19 Oct (10.00 to 13.00 Media City 3.31) Networked Urban Screens
 Wed 26 Oct (10.00 to 13.00 Media City 3.31) Telematic works by Paul Sermon
<http://www.paulsermon.org>
 Wed 2 Nov (10.00 to 13.00 Media City 3.31) GTA/PhD student presentations
 Wed 9 Nov (10.00 to 13.00 Media City 3.31) Rafael Lozano-Hemmer <http://www.lozano-hemmer.com/>
 Wed 16 Nov (10.00 to 13.00 Media City 3.31) Hole in Space <http://www.ecafe.com/getty/HIS/>
 Wed 23 Nov (10.00 to 13.00 Media City 3.31) From social networking to a Second Life
 Wed 30 Nov (10.00 to 13.00 Media City 3.31) From net.art to social networked art
 Wed 7 Dec (10.00 to 13.00 Media City 3.31) Student telematic arts presentations
 Wed 14 Dec (10.00 to 13.00 Media City 3.31) Telematics Project - Tutorials
 Wed 11 Jan (10.00 to 13.00 Media City 3.31) Presentations and Assessment

Assignment Details (*project outline, essay questions etc.*)

At the end of this module each student will be required to present a Telematic project to the staff and students of the course. This presentation can be made from either a practical or theoretical standpoint, presenting either...

1. An individual small-scale project completed during the module.
2. A large-scale project concept and proposal researched during the module.
3. A critical paper on an existing telecommunication art project.

Students will be assessed on their ability to demonstrate an in-depth knowledge of their chosen presentation and their acquisition of the relevant creative, theoretical and technical skills.

Assessable Work

<i>Deliverable</i>	<i>Weight</i>	<i>Deadline</i>	<i>Hand in Location</i>	<i>Specific Assess Crit</i>
Practical Project	50%	11/01/12	MC 3.31	
<i>Feedback available</i>	<i>Date: 25/01/12</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
Project Report	50%	11/01/12	Turnitin	
<i>Feedback available</i>	<i>Date:25/01/12</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
	%			
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		
	%			
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		

Indicative texts and/or other learning materials/resources (please use Harvard system):

New Media Art, Tribe, Mark / Jana, Reena (Taschen Basic Art Series) (Paperback)
ISBN: 978-3-8228-3041-3

Life on the Screen: Identity in the Age of the Internet. Turkle, Sherry. Published by Simon & Schuster
1995 ISBN 0-684-80353-4

The Language of New Media (Leonardo Books) (Paperback) by Lev Manovich (Author)
<http://www.manovich.net/>

net_condition: art and global media. Editors: Peter Weibel and Timothy Druckrey. ZKM/MIT Press
1999 ISBN 0-262-73138-X

The Medium Is the Message: An Inventory of Effects by Marshall McLuhan, and Quentin Fiore.
Hardwired ISBN 1-88886902-X

Modest_Whitness@Second_Millennium FemaleMa_meets OncoMouse. Haraway, Donna J.
Routledge Press 1997 ISBN 0-415-91245-8

Zeros and Ones: Digital Women New Technoculture. Plant, S. Doubleday 1997 ISBN 0-385-482604

ACADEMIC GOOD CONDUCT

The University makes awards to students that properly reflect your achievement. Unless instructed otherwise, you are expected to work on your own and to ensure that material you submit for assessment does not contain the work of others, except for properly referenced sources where appropriate. The University takes a very serious view of any attempt to gain unfair advantage from the work of others. The use of unfair means in any assessment is likely to result in severe penalties. Gaining unfair advantage can take many forms such as:

a) Plagiarism

Plagiarism involves taking the work of another person or source and using it as if it were your own, for example written work, ideas, musical compositions, computer programs, laboratory or survey results, diagrams, graphs, drawings and designs.

b) Collusion

Collusion involves working with others on tasks that should be carried out on an individual basis. Collusion should not be confused with collaborative work which is sometimes used as a means of learning. It will be clearly stated when collaborative work is permitted in an assessment. Unless advised otherwise, any work which you submit for assessment must be produced by you on an individual basis.

c) Falsifying experimental or other investigative results

This could involve a range of things that make it appear that information has been collected by scientific investigation, the compilation of questionnaire results, etc. whereas in reality it has been made up or altered to provide a more favourable result.

d) Taking unauthorised material (including electronic devices) into an examination

This involves deliberately taking in materials or electronic device of any sort, not specifically permitted, that could be used to gain advantage, whether you use it or not.

e) Contracting another to write a piece of assessed work

This involves any means whereby a person does work on behalf of another. It includes assessments done for someone else in full or in part by a fellow student, a friend or family member. It includes sitting an examination for someone else. It also covers obtaining material from Internet 'cheat sites' or other sources of work. Penalties for this type of unfair means are likely to apply both to a student who does work on behalf of another and one who has work done for him/her.

Particular care should be taken with regard to poor referencing. If you use work which has been produced by other people within an assignment you will need to ensure that you acknowledge or reference the source of the work. Marks may be deducted for poor referencing. If poor referencing is extensive throughout a piece of work it could appear that you are trying to claim credit for the work and you may be deemed to have committed plagiarism.

For further details on the University's policy of Academic Good Conduct, please refer to www.academic.salford.ac.uk/aqa/sections/28_conduct_assessed_work.pdf

Completed PA2 forms should be uploaded to the module area on Blackboard for distribution to students – for help contact the School Office