

WEEK	DATE	LOCATION	CLASS THEME / GENERAL TOPICS	PRESENTATION BY ANDY COX	PRACTICAL WORK IN CLASS	READINGS AND DISCUSSIONS IN CLASS	FILM / VIDEO / MUSIC	ASSIGNMENT (OUTSIDE OF CLASS)	ASSIGNMENT DUE
1	TUES	28-Aug FA 538 / CA 260	Introductions. Class Content. The question of Art	Andy Cox	Fill out questionnaire	Paragraphs on Conceptual Art. Two definitions of conceptual art.	The Examined Life: What is Art?	Read Alan Kaprow's essay "Art Which Can't Be Art" and draft summary. Bring in digital self portrait.	Due Tuesday 9/4 for blogging and discussion in lab.
2	THURS	30-Aug FA 538	Conceptual gods	Keinhoz. Sol Le Wit and wall drawings at SFMOMA. The Situationist International - the last utopian socialists	Wall Drawings in corridor - organize groups of 4, assign walls and drawings	Discuss wall drawing project. Randomly assign conceptual artist or group for research.		Research conceptual artist or group (randomly assign).	Due Thursday 9/18 for use in creating PowerPoint presentation in lab.
3	TUES	4-Sep CA 260	Practical skills: blogging, basic image editing	Class Blog - how to post. Introduction to Photoshop - Image resolution, image formats and files., opening, resizing, retouching, save for web. Post to blog.	Blog summary of 'The Real Experiment'. Edit and post digital self portraits.	Art and life. Introduction to the derive.		Read Guy Debord's "Theory of the Derive". Go on a Situationist derive. Document with photographs for a photo-essay in Panoramio Google Earth.	Due Thursday 6/9 for use in Photoshop and Google Earth mapping project in lab.
4	THURS	6-Sep FA 538	Conceptual goddesses	Presentation on Yoko Ono, Barbara Kruger, Jenny Holzer, and contemporaries	Wall Drawings in corridor	Discuss instruction art ideas a la Yoko Ono		Blog instructions for an art idea that another class member could complete in max. one hour.	Blog posting due midnight Tuesday 9/11. Discuss in class on Tuesday 9/13.
5	TUES	11-Sep CA 260	Practical skills: Image editing. Mapping.	Google Earth and Panoramio	Bring in images from derive. Prepare images in Photoshop. Get images into Google Earth using Panoramio			Continue research of conceptual artist or group.	
6	THURS	13-Sep FA 538	Mapping		Students do brief presentation of their derive and photographs using Google Earth. Work on wall drawings	Discuss blogged instructional art ideas.		Randomly allocate instructional art ideas to implement.	Blog results of implementing art idea by midnight Tuesday 9/18. Discuss in class on 9/20.
7	TUES	18-Sep CA 260	Moblogging / PowerPoint	Intro and demo of mobile blogging. Intro to PowerPoint. Corporate, artistic and subversive uses.	Bring in images and materials from research on conceptual artist or group.			Moblog text and photo from a random location.	Moblog by midnight Tuesday 9/18. Discuss in class on Thursday 9/20.
8	THURS	20-Sep FA 538	Conceptual Pirates	Appropriation: Negativland, Chumbawumba, BLF, rtMark, TWDCD, eToy, Electronic Disturbance Theatre, CAE, DJ Shadow	Wall Drawings in corridor	Discuss results of instructional art implementation.		Read Hakim Bey Essay on the Temporary Autonomous Zone. Blog main points.	Blog posting due midnight Tuesday 9/25. Discuss in class on 9/27.
9	TUES	25-Sep CA 260	PowerPoint / Photoshop		Work on mid-term presentations: 20 slides / 20 seconds per slide.	Discuss any issues with moblogging and possible art projects.			
10	THURS	27-Sep FA 538	Conceptual Gamers	Art and Video Games	Wall Drawings in corridor	Review and discuss Hakim Bey on TAZ and pirates.	Gamers (Counterstrike)		
11	TUES	2-Oct CA 260	PowerPoint / Photoshop		Work on mid-term presentations: 20 slides / 20 seconds per slide. (pecha-kucha)				
12	THURS	4-Oct FA 538			Wall Drawings in corridor - complete and document.				
13	TUES	9-Oct CA 260	PowerPoint / Photoshop		Work on mid-term presentations: 20 slides / 20 seconds per slide. (pecha-kucha)				
14	THURS	11-Oct FA 538	Mid-term presentations		PowerPoint Presentation on Conceptual Artist: emphasis on the Idea behind the work				
15	TUES	16-Oct FA 538	Mid-term presentations		PowerPoint Presentation on Conceptual Artist: emphasis on the Idea behind the work.			Upload PowerPoint presentations to blog	Due by midnight Tuesday 10/23
16	THURS	18-Oct FA 538	Conceptual Hacker Movie Marathon				The Society of the Spectacle. Steal this film. Together We Can Defeat Capitalism	Read Situationist essay on detournement. Start thinking about ads to "detourn"	Blog summary by midnight Tuesday 10/23. Discuss in class on Thursday 10/25.
17	TUES	23-Oct CA 260	Illustrator	Vector v. raster graphics. Image/text compositions.	Work on basic Illustrator exercises				
18	THURS	25-Oct FA 538	Detournement	Artists that use detournement.	Billboard Liberation Front, The Yes Men TWDCD, etc	Discuss Situationist essay	Guest artist (TBA) and/or Yes Men film	Read extract from John Berger's "Ways of Seeing"	Blog summary by midnight Tuesday 11/5. Discuss in class on Thursday 11/1.
19	TUES	30-Oct CA 260	Illustrator		Exercises continued. Export vector designs to the web.				
20	THURS	1-Nov FA 538	Advertising and Art	Advertising - the most important art of the 21st century?		Discussion on advertising and art	John Berger: Ways of Seeing, Program 4.	Read article on conceptual film	Blog summary by midnight Tuesday 11/6. Discuss in class on Thursday 11/8..
21	TUES	6-Nov CA 260	3d Modeling (provisional)	Introduction to Sketchup and Google Earth	Simple exercises in Sketchup				

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22	THURS	8-Nov	FA 538	Conceptual Film and Video	Warhol / Baldwin / etc		Discuss article on conceptual film	Live interview with filmmaker Craig Baldwin with film clips (provisional)	Listen to assigned conceptual music on the web	Blog summary by midnight Tuesday 11/13. Discuss in class on Thursday 11/15.
23	TUES	13-Nov	CA 260	3d Modeling (provisional)						
24	THURS	15-Nov	FA 538	Conceptual Music	Cage / DJ Spooky / DJ Shadow / Matmos		Conceptual music: good? Or just a good idea?	Interview with DJ Spooky. Listen to conceptual music	Read essays on MMORPGs and 2nd Life	Blog summaries by midnight Tuesday 11/27. Discussing class on Thursday 11/29.
	TUES	20-Nov	CA 260	THANKSGIVING						
	THURS	22-Nov	FA 538	THANKSGIVING						
25	TUES	27-Nov	CA 260	Work on advertising project			Work on final project using Photoshop and Illustrator			
26	THURS	29-Nov	FA 538	Conceptual Worlds	MMORPGs, 2nd Life, etc, including demos		Discuss reading and cultural and societal implications of 3d worlds			
27	TUES	4-Dec	CA 260	Work on advertising project			Work on final project using Photoshop and Illustrator			
28	THURS	6-Dec	FA 538	to be arranged - catch-up						
29	TUES	11-Dec	CA 538	Critique student advertisements		Students present ads in critique setting				
30	THURS	13-Dec	FA 538	Critique student advertisements		Students present ads in critique setting	wrap up discussion on conceptual art		Upload final project to blog.	Due 2 days before submission of final grades