

NEW MEDIA

The New Media Program at UNC Asheville focuses on creativity and innovation in the study of new media within a liberal arts education. We encourage students to think critically, take risks, and collaborate across disciplines. New Media students acquire a foundation in two and three-dimensional animation, digital video art and production, and interactive design and art, coupled with advanced study in their chosen area of concentration. By balancing theory, criticism, and practice, students develop a nuanced understanding of new media art and multimedia design principles within a liberal arts context. We prepare our students to be new media artists, while encouraging serious play, self-discipline, lifelong learning, and community service. Upon graduating with a Bachelor of Arts Degree, students will have the theoretical background, technical experience, and creative problem-solving skills required for professional careers in multimedia design, new media art, or for graduate studies.

Program Objectives

- Students develop a varied array of new media skills, allowing them to clearly communicate concepts and to persuasively influence society.
- Students recognize their own agency as media artists, and become confident exercising that agency to modulate and change the world.
- Students gain a broad awareness of their own goals in the context of contemporary
- global/networked cultures, demonstrating respect and courtesy toward the differences of others.
- Students negotiate an ongoing personal ethic of innovation and risk regarding
- cultural/environmental sustainability and stewardship.
- Students begin to understand the ways in which art, media, and culture affect one another and society.
- Students develop a critical vocabulary with which to describe and analyze new media verbally and in writing.
- Students invent a robust and sustainable foundation which will support a lifelong art practice that combines self-directed studio work, rigorous research, and theoretical inquiry.

Courses in New Media

(NM) 101 Digital Design Principles (4)

An introduction to new-media image production techniques and essential computer hardware and software literacy. Making connections between modernist art-historical movements, principals of design, and contemporary visual culture, students will learn an array of essential media production skills that emphasize critical, conceptual, and aesthetic development. Fall and Spring.

142 New Media History and Theory (4)

"New Media" may be understood as media that is dependent upon computers. This course traces the history of new media and its theoretical underpinnings, from the origins of computing in the first half of the 20th century to contemporary new media art and design. Students will read critical texts by artists, scientists, theorists, and philosophers, and will interpret these texts in various social, political, aesthetic, and ethical contexts through writing, class discussion, and artmaking. Spring.

144 History of Animation: From Pencils to Pixels (4)

Students will study the history of animation, examining the influence of studios like Disney, DreamWorks, Warner Bros, and Pixar. Topics will include how animation is used in advertising, experimental animation, anime, the role of gender in the animation industry, propaganda, and the demise and rebirth of racism and bigotry in animation. Emphasis will be placed on how animation both reflects and shapes cultures around the world. Each session will include in-depth discussion and debate about the topics being covered. Spring.

201 Think Graphic: Print and Type (4)

Foundation class focusing on the principles of print design and production. Emphasis is placed on the research, development and creation of typographically driven projects involving branding systems and poster and packaging design. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: NM 101. Fall.

222 New Media Art and Design (4)

An understanding of core art and design principles with the development of technical skills through an innovative approach are the main objectives of this course. Two-dimensional time-based media is a core component of the class. Students will take large-scale projects from initial concept through the development phase to the project completion. Prerequisites: NM 231, 251, 281. Fall and Spring.

231 Introduction to Web Page and Interactive Design (4)

A crash-course introduction to internet cultures, internet-specific production techniques, and code as an artistic medium. Students survey contemporary internet media cultures and technologies while learning essential web-based coding skills in HTML, CSS and other programming languages applied within the context of art and design. Media production techniques will include transcoding, digital representations of sound and images, and user-interface multimedia experience. Prerequisite: NM 101. Fall and Spring.

251 Introduction to Motion Media (4)

Students are introduced to the concept of story and storyboarding and develop artistic and technical skills required for 2-D and 3-D animation and modeling using Maya. Research methods and critical skills. Course will include in-class tutorials, extensive peer and faculty review of ongoing projects, and screenings of animated short films. Prerequisite: NM 101. Fall and Spring.

281 Introduction to Video Art and Design (4)

Two-and three-dimensional time-based sequence design, stop motion animation, sound techniques, type in motion and basic video production techniques. Students will study design principle and process, and critical thinking skills. Prerequisite: NM 101. Fall and Spring.

310 Intermediate Computer Animation (4)

Intermediate technical, artistic and critical skills required to create convincing 3-D computer-generated character animation. Students will study the twelve principles of animation, complete exercises and perform improvisations designed to sharpen their skills as character animators. They will also learn the basics of animating to dialogue with emphasis placed on creating entertaining and convincing performances. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisites: ART 144 or CSCI 181 or 182; NM 222, 251. Fall.

320 Intermediate Interactive Media (4)

Basic principles of semiotics and sign design, navigation and interface development. Application of technology to construct innovative, interactive products. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Fall.

330 Internet Art (4)

Explores the history, theory, and practice of internet art, defined as "art meant to be experienced online." Students examine and produce works in the genres of network conceptualism, hypermedia comics, non-linear narrative, and generative software. Readings, research, and art-making projects will address issues of identity, location, collaboration, hacktivism, immersion, storytelling, insider/outsider art, minimalism, design aesthetics, media synthesis, and game design. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Spring.

332 Experimental Media (2)

Students examine diverse dimensions of visualization and communication from the representational to the abstract. The foremost goal of this class is to imagine and to experiment with ideas. Creativity, perception, improvisation, and invention are integral components of any successful design or fine art project and are a fundamental aspect of the course. Prerequisite: NM 222. See program director.

340 Internship (2-6)

Supervised work in a professional or educational setting. Students will receive hands-on training in the making of multimedia projects. Prerequisites: NM222 and 3.0 GPA in major courses. May be repeated for a total of 6 hours credit. See program director.

344 History of Design (4)

Traces the history of graphic design from its origins in bookmaking to contemporary new media. The focus begins with the Arts & Crafts movement of the late 19th century and continues through the modern and "post-modern" design movements of the 20th century. Students will develop ways to insightfully "read" visual communication in an appropriate historical context by practicing a range of design writing and research forms. Fall.

350 Video and Motion Graphics (4)

Through the exploration of video techniques and motion media design principles, students will concentrate on motion graphics production, and will create innovative work for cinema, television and digital interfaces. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Spring.

410 Advanced Animation Techniques(4)

Students will study and utilize advanced design, modeling and animation techniques as they design, texture, rig and animate their own characters. Modeling and animating for games will also be covered, as well as particle animation and compositing in 3-D applications. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Students will also study existing works of animation that illustrate the principles being taught in class. Prerequisite: NM 310. Spring.

420 Advanced Interactive Media (4)

Advanced techniques for designing and scripting complex interactive media and interfaces. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: NM 320. Spring.

438 Senior Capstone Project (2)

Students design, develop and implement a long-term collaborative research project that demonstrates in-depth understanding, both conceptually and technically, of an aspect of new media. Prerequisite: NM 222; one course from NM 310, 320 or 350. Fall and Spring.

450 Digital Video Art (4)

Advanced course of study and techniques with a focus on, aesthetic, conceptual problem-solving, creating innovative art, and visual storytelling. Students will explore video in relation to performance, audiovisual and installation art, and address issues relevant to identity and diversity. Video art will be the theme of the course as students synthesize current research and trends within their own experimental work. Prerequisite: NM 350. Fall.

490 Proseminar and Portfolio (2)

Students will develop and implement an individual project and construct a portfolio of completed projects for use in professional or graduate school environments. Students will consider the impact of new media from multiple viewpoints. Prerequisite: NM 438. Fall and Spring.

499 Undergraduate Research in New Media (1-4)

Independent research under the supervision of a faculty mentor. An IP grade may be awarded at discretion of instructor. May be repeated for a total of 8hours credit. See program director.

Special Topics in New Media (1-4)

Courses not otherwise included in the catalog but for which there may be special needs. May be repeated for credit as subject matter changes. See program director.