

jack stenner  
teaching

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# F09-Hypermedia

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## Fall 2009 - Hypermedia

Find your Mona Lisa today at

artHarmony.com



[Link to Art Harmony!](#)

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### Course Description

Credits: 3; Prereq: 3525C and senior-level digital media major.

[from the university course listing]

An exploration of the practical and theoretical issues related to the Internet as a medium for making art rather than as a tool for delivering information. Emphasis on creating dynamic and interactive experiences on the Web, and integrating video, graphics, sound, image and typography.

Jack Stenner, Ph.D

Assistant Professor Digital Media

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DIG4903 Section 8249

Class: FAC 306

Tuesdays and Thursdays 8:30 - 11:30

Website: //digitalmedia.arts.ufl.edu/~jack/wiki/F09-Hypermedia

Listserv: <mailto:fall-8249-l@lists.ufl.edu>

### Introduction

The goal of this course is to come away with an expanded view of hypermedia that will enable the artist to contextualize their own practice. The course will focus on the work of previous and current research as well as significant contemporary hypermedia artworks covering subjects such as interactivity, activism, hacktivism, net.art, telematics and others. Students will create personal websites (or develop current versions) as well as create individual hypermedia artworks.

### Objectives

1.

Develop an understanding of the internet as a medium for reflecting and expressing cultural values.

2.

Become aware of the history and foundation of hypertext/hypermedia as a construct.

3.

Develop an understanding of the thought processes that contribute to the scientific and artistic development of the field.

4.

Situate network practices within the continuum of contemporary art.

5.

Integrate research practices in the development of hypermedia artworks.

6.

Develop methodologies for creating work that result in informed, cogent output.

7.

Learn to propose and present ideas in a way that clearly demonstrates intent.

8.

Advanced use of Dreamweaver, javascript, CSS, and database in dialogue with above.

### Grading

Grades will be based 90% on class assignments and 10% on class participation. You are expected to constructively criticize your peers. Constructive criticism is considered a part of your class participation. Plus(+) and Minus(-) grades are shades of the descriptions below. They represent to which side of the scale your work falls.

**A(Excellent)** Student's work is of exceptional quality and the solutions to problems show a depth of understanding of the program requirements. Project is fully developed and presented well both orally and graphically. Student has developed a strong and appropriate concept that clearly enhances the overall solution. The full potential of the problem has been realized and demonstrated.



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Seminar:Politics

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Hypermedia

Seminar:Subjectivity

summer '09 course

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## Objectives

1. Develop an understanding of the internet as a medium for reflecting and expressing cultural values.
2. Become aware of the history and foundation of hypertext/hypermedia as a construct.
3. Develop an understanding of the thought processes that contribute to the scientific and artistic development of the field.
4. Situate network practices within the continuum of contemporary art.
5. Integrate research practices in the development of hypermedia artworks.
6. Develop methodologies for creating work that result in informed, cogent output.
7. Learn to propose and present ideas in a way that clearly demonstrates intent.
8. Advanced use of Dreamweaver, javascript, CSS, and database in dialogue with above.

## Grading

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**A(Excellent)** Student's work is of exceptional quality and the solutions to problems show a depth of understanding of the program requirements. Project is fully developed and presented well both orally and graphically. Student has developed a strong and appropriate concept that clearly enhances the overall solution. The full potential of the problem has been realized and demonstrated.

**B(Good)** Student's work shows above average understanding and clear potential. All program requirements are fulfilled and clearly and concisely presented.

**C(Fair)** Student's work meets minimum objectives of course and solves major problem requirements. Work shows normal understanding and effort. Quality of project as well as the development of knowledge and skills is average.

**D(Poor)** Student's work shows limited understanding and/or effort. Minimum problem requirements have not been met. Quality of project or performance as well as development of knowledge and skills is below average.

**F(Failure)** Student's work is unresolved, incomplete and/or unclear. Minimum course objectives or project requirements are not met, and student's work shows lack of understanding and/or effort. Quality of project or performance is not acceptable.

Instructor's evaluation of student's interest, motivation, attendance, proficiency and overall development or improvement during the semester will be taken into consideration in determining the final course grade. This syllabus is subject to refinement and development throughout the semester based on feedback and class interaction. Policies and grading criteria are absolute and will not change. Any substantial changes will be discussed with the class prior to implementation.

Preliminary reviews are your opportunity to show us what you plan to deliver in the form of a project. Every project is preceded by a preliminary review, typically as part of a project proposal. Your reading score (10%) is based on the reflective writings you post to the wiki in response to your reading assignments. Additionally, class participation includes your participation in class discussion and your willingness to participate in effective critique of your own and other students work.

### Grading breakdown:

Preliminary Reviews: Various = 5%

Critique 1: Project 1 (Narrative) = 15%

Critique 2: Project 2 (Non-Linear) = 15%

Critique 3: Project 3 (Info Visualization) = 20%

Critique 4: Project 4 (Final Project) = 25%

Readings: Various = 10%

Class Participation = 10%

## Attendance

1. Attendance is required. You are required to work/participate the duration of the scheduled class period.
2. No more than 3 unexcused absences will be permitted.
3. Absences will be permitted in accordance with the Student Handbook.
4. If an absence occurs it is the student's responsibility to make up all work.
5. All assignments are due at the beginning of class.
6. No late assignments will be accepted.

## Reading

Readings will consist of .pdfs available on the class website. While it is not required, I highly recommend this book:

**The Body and the Screen: Theories of Internet Spectatorship** by Michele White 2006, MIT Press ISBN 978-0262232494

## Materials

Adobe Dreamweaver, graphics editing (Photoshop, Gimp, etc.), materials based on project concept development.

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- Week 1 - Aug 25, 27 - Hypermedia?

Intro

Assignment (Due Thursday):

Reading:

Bush, V. (1945). [As We May Think](#). The Atlantic Monthly. 176: 101-108.

Engelbart, D. (1962). [Augmenting Human Intellect: A Conceptual Framework](#). Read Chapters I, II, III A, and VI

Assignment (Due next Tuesday):

Landow, G. P. (1987). [Relationally Encoded Links and the Rhetoric of Hypertext](#).

Tosca, S. P. (1999). [The Lyrical Quality of Links](#).

Tosca, S. P. (2000). [The Pragmatics of Links](#).

Get/Install Macromedia Dreamweaver if you don't have it.

Setup your site within Dreamweaver

- Week 2 - Sept 1, 3- Implications of "the link"

Discuss readings.

Discuss Project 1 ideas – brainstorm.

Assignment (Due on Tuesday the following week):

Reading:

Manovich, L. (2001). [Illusion, Narrative, and Interactivity. The Language of New Media](#).

Viola, B. and R. Violette (1982). [Will There Be Condominiums in Data Space?](#)

Laurel, B. (1993). [The Six Elements and the Causal Relations Among Them](#).

Create proposal for Project 1.

- Week 3 - Sept 8, 10- Narrative

Discuss readings.

Review Project 1 proposals.

Assignment (Due following Tuesday):

Reading:

Nelson, T. H. (1965). [Complex information processing: a file structure for the complex, the changing and the indeterminate](#).

See Ted Nelson's [Project Xanadu](#)

Extract from Ted Nelson's [Literary Machines](#)

Burroughs, W. S. (1964). [The Future of the Novel](#). Multimedia : From Wagner to Virtual Reality.

Develop/Finalize Project 1

- Week 4 - Sept 15, 17- Non-linear Narrative

Discuss readings.

CRITIQUE Project 1

Assignment (Due following Tuesday):

Reading:

Borges, Jorge Luis [The Garden of Forking Paths](#)

Amerika, Mark [Grammatron](#)

Aarseth, E. (1994). [Nonlinearity and Literary Theory](#).

Dirk Paesmans and Joan Heemskirk [Jodi.org](#)

Brainstorm Project 2

- Week 5 - Sept 22, 24- net.art + Alternative Browsers

Discuss readings.

Discuss Project 2 ideas



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Research Leave!

spring '10 courses

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fall '09 courses

Hypermedia

Seminar:Subjectivity

summer '09 course

MEAT

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Seminar:Interface

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Discuss Readings

Discuss Project 2 ideas

Assignment (Due following Tuesday):  
Reading:  
10 Myths of Internet Art by Jon Ippolito  
A Story of Net Art (open source)  
Shredder 1.0 by Mark Napier  
Web Stalker by I/O/D (Matthew Fuller et al)  
Netomat by Maciej Wisniewski

Create proposal for Project 2

• Week 6 - Sept 29, Oct 1 - Email

Discuss readings (Tuesday).  
Review Project 2 proposal (Thursday).

Assignment (Due following Tuesday):  
Reading:  
Correspondence Art of Ray Johnson  
The Electronic Museum of Mail Art

Develop Project 2

• Week 7 - Oct 6, 8 - Identity

Discuss readings.  
Develop Project 2

Assignment:  
Reading:  
Viégas, F. B. and J. S. Donath (1999). Chat Circles.  
Fernanda Viegas - Visualization Research  
Sack, W. (2000). Conversation Map: A Content-Based Usenet Newsgroup Browser.  
UBERMORGEN.COM - Hans Bernhard, Lizvlx - eToy - Google Will Eat Itself  
0100101110101101.org  
irational.org - Heath Bunting  
Oil Standard - Michael Mandiberg  
ShiftSpace - Dan Phiffer, Mushon Zer-Aviv  
THEY RULE - Future Farmers  
Preemptive Media :: AIR - Beatriz da Costa, Jamie Schulte and Brooke Singer  
Radical Software Group - Alex Galloway

Finalize Project 2

• Week 8 - Oct 13, 15 - Chat + Activism

Discuss readings.  
CRITIQUE Project 2

Assignment:  
Reading:  
Kac, E. (1993). Telepresence Art.  
Eduardo Kac - telepresence and interactive installations  
Ken Goldberg - Telegarden [1995]  
Ken Goldberg, Randall Packer, et al - Mori  
Kit Galloway and Sherrie Rabinowitz - Hole in Space [1980]

Brainstorm Project 3

• Week 9 - Oct 20, 22- Telematics

Discuss telematics readings.

Mid-term Review - meet individually

Discuss Project 3 ideas



Discuss Project 3 ideas

Assignment:  
Reading: Database stuff  
Prepare Project 3 Proposal

• **Week 10** - Oct 27, 29 - Database Aesthetics

Discuss database readings.  
Review Project 3 Proposal

Assignment:  
Reading:  
Warren Sack – [The Aesthetics of Information Visualization](#)  
Martin Wattenberg – [Bewitched.com](#)  
[The Ins and Outs of Video Compression](#) (read also [Advanced Video Compression](#))  
Review also the Video Embedding section under Resources

Develop Project 3

• **Week 11** - Nov 3, 5- Information Visualization - Web Video

Discuss Information Visualization readings.  
Discuss/Develop Project 3.

Assignment:  
Reading:  
No Reading – WORK  
Finalize Project 3.

• **Week 12** - Nov 10, 12 - WORK

**WORK FASTER**

Assignment:  
Reading:  
[GENERATIVE.NET](#)  
[What is Generative Art?](#) – Philip Galanter  
[Autopoiesis](#) – Ken Rinaldo  
[Generator.x](#)

Brainstorm Final Project and prepare proposal

• **Week 13** - Nov 17, 19 - Generative

**CRITIQUE** Project 3 – Tuesday the 17th.  
Work on final proposal.

Assignment:  
[The Meta-Content Format/Framework](#)  
[Meta Content Framework: A Whitepaper](#) – R.V. Guha 1996  
[A History of RDF](#) – Tim Bray  
[The Semantic Web](#) – Tim Berners-Lee, James Hendler, Ora Lassila

Develop Final Project

• **Week 14** - Nov 24, 26 - Semantic Web

Discuss Readings – The Semantic Web (20th)  
Review of Final Project proposals. – Tuesday the 24th  
Develop Final Project

• **Week 15** - Dec 1, 3 - Future Development

Discussion – future directions  
Develop Final Project

• **Week 16** - Dec 8 - WORK DAY



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Various links in no particular order:

Bureau of Inverse Technology – Natalie Jeremijenko

AI & Society

Interactive Art on the Internet – Eduardo Kac

Ten Myths of Internet Art – Jon Ippolito

adaweb – at walkerart – John Borthwick and Benjamin Weil

jodi.org – Joan Heemskerk and Dirk Paesmans

Beyond Interface – Walker Art (curator Steve Dietz)

Hyperessays – Walker Art (curator Steve Dietz)

Why Have There Been No Great Net Artists? – Steve Dietz

Art After the Internet – Niranjan Rajah

Whitney Museum's Artport

Peter Horvath @ 6168.org

Natalie Jeremijenko – Live Wire

A Nice Overview of Hypermedia

Olia Lialina: Vernacular Web 2

Viewing American Class Divisions through Facebook and MySpace

Pages in the Middle of Nowhere

visualcomplexity.com a resource for data visualization

Example Proposals

when no one is looking (proposal)

videopedia

Torrent Raiders Proposal

slowLab > SLOWmail > project overview

RHIZOME PROPOSAL

PulsePool < SmartSpaces < Twiki

mw2mw

Oppera Internettikka – Protection etS/curity/

Michael Mandiberg – Real Costs

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## Excellent Resources

Hillman Curtis (high quality video streaming)

A List Apart (excellent design and tech resource)

The Web Standards Project

The Noodle Incident (box model info)

Lynda.com (affordable tutorials)

Webreference.com CSS Beginners Guide – Box Model Explained

W3.org Box Model

DMX Zone

Nice compendium of CSS info at UofMN

Apple's Web Page Design "Best Practices"

World Wide Web Consortium

dotdragnet web tutorials – see PHP section

Magpie RSS

Excellent coding tutorial site recommended by May :D

PHP Tutorials from KillerPHP

Stateline RSS Feeds

PEW Research Center

OpenCV for Processing library

## Web Development Tools

DOM Inspector

Live HTTP Headers

Javascript Debugger

Palette Grabber

Firebug

Window Resizer

Web Developer

Firefox Web Development Plugins

## Embedding Video

HTML Scripting Guide for QuickTime

Sample Embed using AC\_Quicktime.js

GBV Sample as exported from QT

The AC\_Quicktime.js FILE

Embedding Quicktime Movies in a Webpage – manually

QuickTime Broadcaster

QT Broadcaster Tutorials

Streaming Live Audio or Video

Creating Video Podcasts

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