

**Y500/A450**  
**IT APPLICATIONS FOR THE ARTS**

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Course credits: 3  
Spring 2017, January 12–May 4  
Thursdays, 7:00-9:30 p.m.  
Ballantine Hall (BH), 308

**INSTRUCTOR**

Heather Farmer  
Production Coordinator, IU Communications  
Email: [hefarmer@iu.edu](mailto:hefarmer@iu.edu)  
Office hours: by appointment

**OVERVIEW**

This course is designed to introduce you to a variety of ideas, practices, and digital publishing tools that will enable you, as an Arts Administration professional, to utilize technology to communicate effectively with constituents, stakeholders and the public through a variety of mediums. Over the course of this semester you'll get hands-on experience with the Adobe Creative Suite, learn the basics of maintaining social media platforms on behalf of an organization and hear about best practices on a wide range of related topics from some of IU's leading communicators, among other things.

**POLICIES**

**Attendance**

You are accountable for the material that is covered in every class whether or not you attend. If you become aware that it is necessary to miss a class meeting, please email me with as much advanced notice as is possible. If you are ill or otherwise contagious, please do **not** come to class and expose others to possible infection. Contact me if you are sick and unable to attend.

Given our course schedule, missing one class period is the same as missing an entire week of class. I strongly advise that attendance of class meetings be a priority as we will be covering a lot of information very quickly. Everyone is permitted one unexcused absence. A second unexcused absence will drop your grade by a letter, and a third will result in failure of the course.

If you stop attending class without properly withdrawing from the course, you will receive an F.

**Use of Personal Technology**

This class is all about how to get the most out of technology. Laptops and cellphones can be important tools to enhance our classroom experience. That said, laptops and cellphones are to remain put away until I indicate that their use is necessary.

### **Academic Integrity**

Respect of intellectual property is a cornerstone of visual communication and a founding principle of Indiana University. Drawing inspiration from other creators is encouraged and inevitable, but any copying of information or content without due credit being given will not be tolerated. I expect you to complete your work independently unless I have explicitly stated that an assignment is collaborative. What constitutes plagiarism? Turning someone else's work in as your own, allowing someone to turn in your work as their own, copying/replicating information or content from online or printed resources without proper citation of sources. If you are unsure of how to properly cite a source, IU has [resources readily available](#).

**Your unique perspective is important. I want to see your own solutions and ideas, however new or unfamiliar a topic may be to you.**

Failure to abide by these guidelines will be treated as an act of academic dishonesty and will result in failure of the course. [SPEA's Student Honor Code](#) policy is consistent with [Indiana University's Code of Student Ethics](#). I encourage you to familiarize yourself with these policies if you have not already done so.

### **GRADING**

#### **Group Project: 40 points**

The final grade each student receives on this assignment will reflect his/her individual contribution to the group, the quality of the final product as a whole, a peer review, and the feedback offered to other group presentations.

#### **Individual assignments and presentations: 32 points**

Individual assignments and presentations will be graded on quality, thoughtfulness, creativity, and technical proficiency.

#### **Participation: 28**

To earn full participation credit, students should attend class meetings, arrive prepared for (and engage with) guest speakers, complete assigned readings and actively participate in class discussions.

## SCHEDULE

Please note that this outline is subject to change at any time.

Date	Agenda	Reading (to be completed by date listed)	Assignment Due (submitted to professor upon arrival)
Jan. 12	Review of course policies and syllabus.		
Jan. 19	What qualifies as information technology, and how does it relate to, enhance, challenge and promote the arts? How has it changed over time?  In-class work and case study	<a href="#">Information Tech and Economic Change</a> / <a href="#">Arts Orgs. and Digital marketing</a> / <a href="#">Pew Research Ctr: Arts Orgs. and Digital Tech</a> , sections 8 and 1	
Jan. 26	Guest speaker Brandon Cavaness, Director of Event Systems and Information, IU Auditorium  Overview of analytics  Discussion on technology as art	<a href="#">Pew Research Ctr: Arts Orgs. and Digital Tech</a> , section 5 <a href="#">7 Ways Tech is Changing Art</a> <a href="#">Digital Revolution exhibition</a> (watch video) <a href="#">Digital Revolution exhibition</a> specifics <a href="#">Google DevArt</a>	Two questions prepared for guest speaker (in writing, submitted at start of class. Applies to all guest speakers)  Completed exercise from previous class  Technology as art presentations
Feb. 2	"Digital Dissection" presentations, <b>meet at Wells Library, east wing IQ wall (E157H)</b>	<a href="#">Branding the Arts of Tomorrow</a> , 'Hamilton' and digital mediums	"Digital Dissection" Google Slide presentations

Feb. 9	Digitizing museums, yes? No? Maybe so?  In-class work and exploration	<a href="#">IU partners with Uffizi Gallery / Digital Sculpture Project</a> (View works logged under "Collection")/ <a href="#">Bernard Frischer What Digitization Will Do for the Future of Museums</a> <a href="#">Open Government Data Access Plan (Obama Administration)</a>	1000 words on digital resources you utilize regularly <b>other than social media</b> . Discuss how they impact the way you navigate life as a student, strengths/benefits and limitations of each.
Feb. 16	Guest speaker <a href="#">Karen Gahl-Mills</a> , CEO and Exec. Director of Cuyahoga Arts & Culture  INDD overview, basic layout principles, intro to typography and related online resources. In-class exercise	<a href="#">Cuyahoga Arts &amp; Culture / 'Hamilton' and digital mediums</a>  <a href="#">Playbill Magazine Reveals New Cover Design</a>	Two questions prepared for guest speaker
Feb. 23	Additional INDD in-class work  Intro to PS, photo editing overview and exercise	<a href="#">The Future of Imagery</a>	Completed INDD project #1  Google Slide presentation on imagery in pop culture, using reading as a reference
Mar. 2	AI overview, using programs cooperatively, working between devices, file types, and file sharing	<a href="#">Virtual World Heritage Lab, Hadrian's Villa Project</a> / <a href="#">About project</a> / <a href="#">Bernard Frischer</a>	Completed INDD project #2
Mar. 9	<b>SPRING BREAK</b>		
Mar. 16	Social Media. Exploration of different platforms and their	<a href="#">Pew Research Center Social Media Update 2016</a> / <a href="#">'Hamilton' Hype: Social</a>	Two questions prepared for guest speaker

	purposes. Guest speaker: <a href="#">Thom Atkinson</a>	<a href="#">Media Lessons</a> / <a href="#">Masterclass in Marketing: 'The Book of Mormon'</a>	1000 words on what social channels you utilize and prefer, how you perceive them to be distinct from each other and how your usage/style/content differs from one to the next
Mar. 23	Print production and vendor relations overview	<a href="#">Why Print Media?</a>	Bring a professionally produced print item to class that you are drawn to, be prepared to discuss
Mar. 30	Facility tour by Jon Pittman, <b>meet at IU Document Services</b>		
Apr. 6	In-class work on group communications plan project		
Apr. 13	In-class work on group communications plan project		
Apr. 20	In-class work on group communications plan project		
Apr. 27	Group presentations of communication plans		
May 4	Group presentations of communication plans		