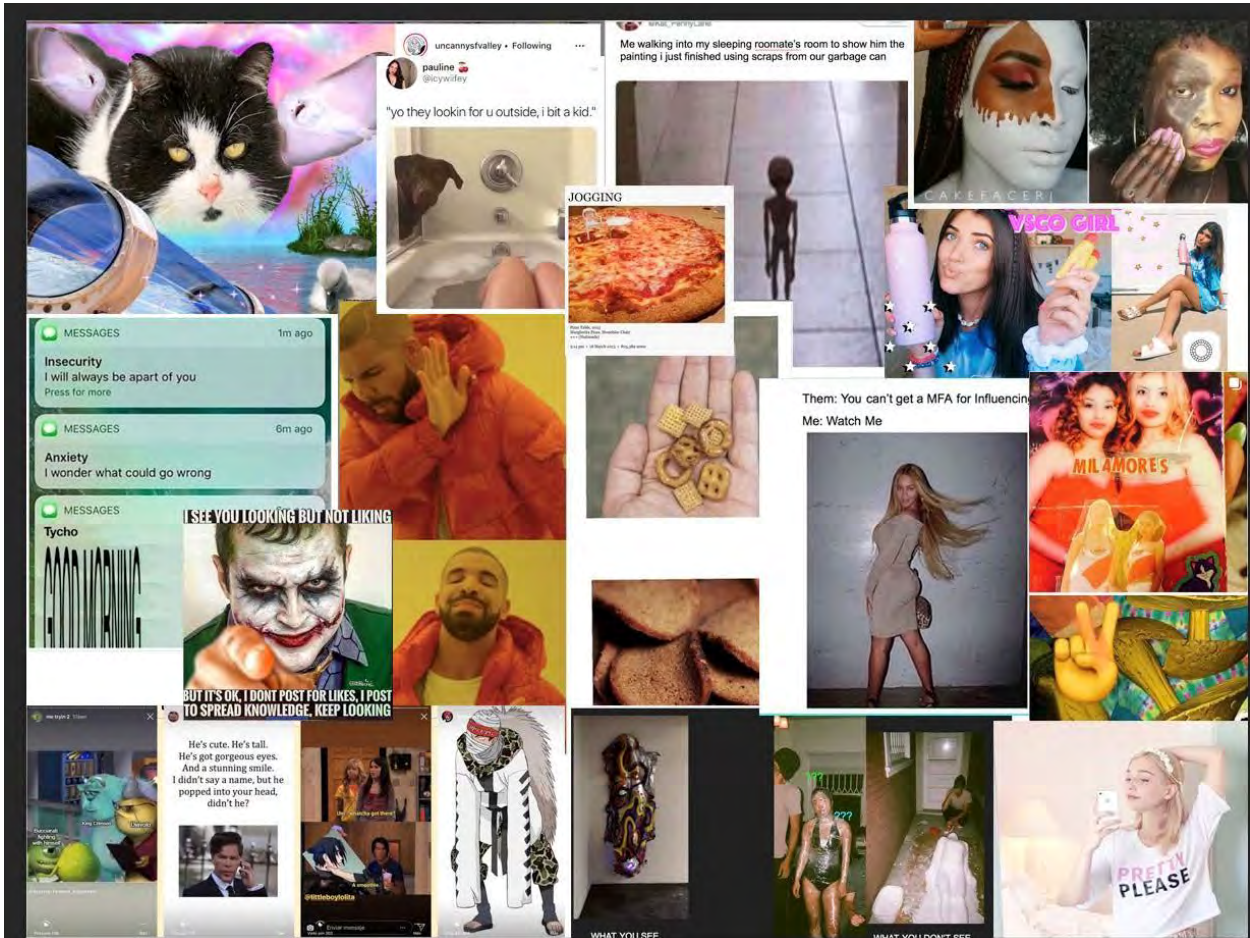


Intermedia



ART 362: Ideas in Intermedia: Theorizing Instagram

ART 362: Ideas in Intermedia: Theorizing Instagram /// 4 units

[Prerequisites: None]

M/W Noon-1:50pm Watt 102B & online

Utilizing image over text, Instagram is a permeating, ubiquitous and powerful means of visual communication. This lecture and discussion class considers how Instagram, as a form of both mass media and personal expression, has informed and impacted the ways we think about culture and art. With this frame of reference we will explore how Instagram can be used as a platform for artistic expression. Topics under consideration: voyeurism, the formation of the “self,” the personal body, archives, fame and celebrity, appropriation, aspirational desire, usership, empowerment/disempowerment, “like-culture” and surveillance capitalism. This class will peel back layers such as popular culture, personal expression, terms of service agreements, algorithms, memes, venn diagrams and targeted advertising which smoothly overlap into square images on our small screens. Readings, lectures, screenings, guest lectures, workshops and class discussions will shape student’s projects and research to lead to a deeper understanding of the impact and use of this social media platform.

This course counts toward photography minor Intermedia Arts Minor and Comm Design Minor.