

## ***New Social Media and Activist Art***

Professor Judy Baca – [judybaca@ucla.edu](mailto:judybaca@ucla.edu)

Hours: Thurs, 4:00-7:00pm

1. **TIE Code: Studio course**
2. **Instructional Format: SEM with LAB**
3. **Applicable Caminos: III (History, Culture, and Language of the Americas)**

*A Studio Course in the UCLA/SPARC DIGITAL MURAL LAB*

Advanced telecommunications and the worldwide expansion of popular media usage have created an emerging "global media culture." Simultaneously, accessibility and an expanding capacity for non-artists to generate films, graphic designs, and artworks which can be communicated widely and instantly has also created a cross-pollination of national and international cultural traditions. A capacity now exists for a local issue to become viral and global in very short period of time fueling a new international activism through the internet.

This class focuses on hands-on learning and production experience as essential to a full understanding of modern media. We encourage students to apply their theoretical knowledge by helping to build usable products in the lab that support their graduate research interests, then to evaluate and challenge these tangible projects through critical inquiry.

This class promotes a pragmatic style of humanistic and social scientific scholarship that prepares students to think critically and productively about media form, content, and context while learning to effectively use social media.

### **Requirements**

20% Bi-Weekly 1-page single-spaced analytical papers on readings, citing artists projects with critique and analysis (Artist interviews and site visits) and case study reports.

30% Lab work: Research and development for final project. Class projects.

50% Final Project: includes identification of issue to be addressed, (project description with interdisciplinary methodology and intended audience outcomes, proposal, annotated bibliography; audience analysis and final presentation.

### **Required Texts**

Jenkins, Henry. *Democracy and New Media* by Henry Jenkins and David Thorburn, eds. Massachusetts: MIT Press, 2004. Print.

Shirky, Clay. *Here Comes Everybody: The Power of Organizing Without Organizations*. New York: Penguin Press, 2008. Print.

Ghonim, Wael. *Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir*. Boston: Houghton Mifflin Harcourt, 2012. Print

Brown, Tim. *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation* by Tim Brown. New York: HarperBusiness, 2009.

Gladwell, Malcolm. "Small Change: Why the revolution will not be tweeted." The New Yorker, 2010.  
<[http://www.newyorker.com/reporting/2010/10/04/101004fa\\_fact\\_gladwell](http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell)>

Anonymous. "How to on: Using the Internet for Outreach and Organizing." *Netaction.Org*. 2012  
<<http://www.netaction.org/training/reader-html/>>

Ritchie, David A. *Doing Oral History*. New York: Oxford University Press, 2003. Print.

**WEEK ZERO:**  
*January 9, 2014*

**WEEK ONE:**  
*January 16, 2014*

**Student independent projects:** students will work on a personal project developed in the lab with technical support over the course of the quarter in various media available in the lab. The project must use a platform that reaches a large audience and be activist based with specific measurable objectives.

**Project abstract:** students will prepare a one page abstract on a proposed project that will amplify a self selected topic based on their graduate research in Chicano/a Studies.

**Reading:**

"Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir" by Wael Ghonim. Selected readings.

"Here Comes Everybody: The Power of Organizing Without Organizations" by Clay Shirky

**Guest speaker: Joe Lambert: Digital Story Telling.** Presentation of a series of four-minute films created by community people that tell their story in a unique way. Joe Lambert the creator of Digital Story Telling Group will discuss techniques used to develop film with nonprofessional participants.

## **WEEK TWO:**

January 23, 2014

**Student independent projects:** continue to work in lab developing concept for presentation to full class. Presentations of Abstract to class and rationale for the project /defining and refining goals.

**Research and Audience Development:** Identify who is the targeted audience and method of reaching that audience. Project outcomes of audience engagement. Evaluation methods. Collect representative visual images.

**Case Study:** Each week a case study will be reviewed from list provided along with student researched case studies. Artists invited to speak, as they are available.

*Journalists Without Chains*

<http://womenpress.org/index.php?lng=english>

### **Readings:**

“Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir” by Wael Ghonim. Selected readings.

“Here Comes Everybody: The Power of Organizing Without Organizations” by Clay Shirky. Selected readings.

*Netaction.org*. “How to on: Using the Internet for Outreach and Organizing”

<http://www.netaction.org/training/reader-html/>

## **WEEK THREE:**

January 30, 2014

### **Student independent projects**

- Relational archiving/finding the right platform
- Archiving both image and content of your research.
- Make a defining iconographic image based on your research to represent your activist position, using Adobe Creative Suite 3: Photoshop.

### **Case Studies:**

*ActivistCash.org*

<<http://www.activistcash.com/>>

### **Readings:**

“Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir” by Wael Ghonim Selected readings.

“Here Comes Everybody: The Power of Organizing Without Organizations” by Clay Shirky. Selected readings.

*Netaction.org*. “How to on: Using the Internet for Outreach and Organizing”

<<http://www.netaction.org/training/reader-html/>>

## **WEEK FOUR:**

*February 6, 2014*

### **Student independent projects**

- Community Organizing techniques
- Social Networking: Twitter, Facebook, Reddit, etc...
- Developing partnerships
- Collection of story
- Mock interviews, in pairs, based on research according to each student's personal project. Learn to use flip cameras and edit with final cut pro.

### **Case Study:**

*Anonymous Analytics* <<http://anonanalytics.com/>>

### **Readings:**

"Doing Oral History" by David. A. Ritchie. Selected Readings.

"Small Change: Why the revolution will not be tweeted" by Malcolm Gladwell, The New Yorker 2010. Read full article online.

<[http://www.newyorker.com/reporting/2010/10/04/101004fa\\_fact\\_gladwell](http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell)>

"Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir" by Wael Ghonim. Selected readings

"Here Comes Everybody: The Power of Organizing Without Organizations" by Clay Shirky. Selected readings

"How to on: Using the Internet for Outreach and Organizing"

<http://www.netaction.org/training/reader-html/>

## **WEEK FIVE:**

*February 13, 2014*

### **Student independent projects**

- Geo-Mapping. Creating a relationship between cyberspace and actual place.
- Localize your research and visually document the site.
- Lab instruction on using time lapse photography, sound mapping and video recording

### **Case Study:**

*BurmaNet* <<http://www.burmanet.org/news/>>

### **Readings:**

"Democracy and New Media" by Henry Jenkins and David Thorburn. Selected readings.

"Doing Oral History" by David. A. Ritchie. Selected Readings.

"Here Comes Everybody: The Power of Organizing Without Organizations" by Clay Shirky. Selected readings

"How to on: Using the Internet for Outreach and Organizing"

<http://www.netaction.org/training/reader-html/>

**WEEK SIX:**

February 20, 2014

**Student independent projects presentations including**

- Relational archiving progress
- Oral interviews progress
- Geo-mapping progress
- Community analysis

**Case Study:**

*Women and Music from Saharan Cellphones*

<http://sahelsounds.bandcamp.com/album/music-from-saharan-cellphones>

**Readings:**

“Democracy and New Media” by Henry Jenkins and David Thorburn. Selected readings.

“Doing Oral History” by David. A. Ritchie. Selected Readings.

“Here Comes Everybody: The Power of Organizing Without Organizations” by Clay Shirky. Selected readings

“How to on: Using the Internet for Outreach and Organizing”

<http://www.netaction.org/training/reader-html/>

**WEEK SEVEN:**

February 27, 2014

**Student independent projects:**

- Determining expected outcome.
- Projects go Public, mounted on the internet, Youtube, twitter, facebook, phone app, or other determined media.

**Tutorial:** Small group or one to one training on: Final cut pro, After Effects, Flash, image manipulation in Photoshop CS5, Filemaker Pro archiving, Sketchup Pro, Maya 2012, Autodesk, basic photography, stop action animation and green screens.

**Case Study:**

*Global Voices Advocacy- Defending Free Speech Online*

<http://advocacy.globalvoicesonline.org/>

**Readings:**

“Democracy and New Media” by Henry Jenkins and David Thorburn. Selected readings.

“Doing Oral History” by David. A. Ritchie. Selected Readings.

“Here Comes Everybody: The Power of Organizing Without Organizations” by Clay Shirky. Selected readings

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## **WEEK EIGHT:**

*March 6, 2014*

### **Student independent projects**

- Evaluating Impact
- Adjustment after evaluation to improve outcomes
- Assessment of feedback

**Tutorial:** Small group or one to one training on: Final cut pro, After Effects, Flash, image manipulation in Photoshop CS5, Filemaker Pro archiving, Sketchup Pro, Maya 2012, Autodesk, basic photography, stop action animation and green screens.

### **Case Study:**

“Legalize LA”. *American Apparel*. 2012.

<<http://www.americanapparel.net/contact/legalizela/>>

### **Readings:**

“Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation” by Tim Brown. Selected Readings

“Democracy and New Media” by Henry Jenkins and David Thorburn. Selected readings.

## **WEEK NINE:**

*March 13, 2014*

### **Student independent projects**

- Final adjustments of your site
- One on one critique of effectiveness of message conveyance
- Additions of final graphics and visuals

### **Tutorials for Student independent projects:**

- Web building
- Iphone Apps
- Use of Social Media Twitter, Facebook, Gaming, YouTube, Film editing... .

### **Case Study:**

*Freedom Works*. 2012. <[FreedomWorks.org](http://FreedomWorks.org)>

### **Readings:**

“Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation” by Tim Brown. Selected Readings

“Democracy and New Media” by Henry Jenkins and David Thorburn. Selected readings.

## **WEEK TEN:**

*March 20, 2014*

### **Student independent projects**

- Final presentations to full class and group critiques

**Tutorial:** Small group or one to one training on: Final cut pro, After Effects, Flash, image manipulation in Photoshop CS5, Filemaker Pro archiving, Sketchup Pro, Maya 2012, Autodesk, basic photography, stop action animation and green screens.

***All Case Studies for the Digital Mural Lab: New Social Media and Activist Art  
Submitted by Prof. Judy Baca***

"Music from Saharan Cellphones." *Bandcamp.com*. 2012  
<<http://sahelsounds.bandcamp.com/album/music-from-saharan-cellphones>>

*Global Voices Advocacy- Defending Free Speech Online*. 2012.  
<<http://advocacy.globalvoicesonline.org/>>

Karman, Tawakel. *Journalists Without Chains*. 2012.  
<<http://womenpress.org/index.php?lng=english>>

*Anonymous Analytics*. 2012. <<http://anonanalytics.com/>>

*ActivistCash.org*. 2012. <<http://www.activistcash.com/>>

*BurmaNet*. 2012. <<http://www.burmanet.org/news/>>

*Freedom Works*. 2012. <[FreedomWorks.org](http://FreedomWorks.org)>

"Legalize LA". *American Apparel*. 2012.  
<<http://www.americanapparel.net/contact/legalizela/>>