

# emerging media II

Hunter College - IMA | Spring 2019  
Monday 9:00 am - 12:40 | HN 544

rebecca (marks) leopold  
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**class repo:** <https://github.com/rebleo/emergingMedia2/>

**class wiki:** <https://github.com/rebleo/emergingMedia2/wiki>

historical + technological authorship

## COMPUTING

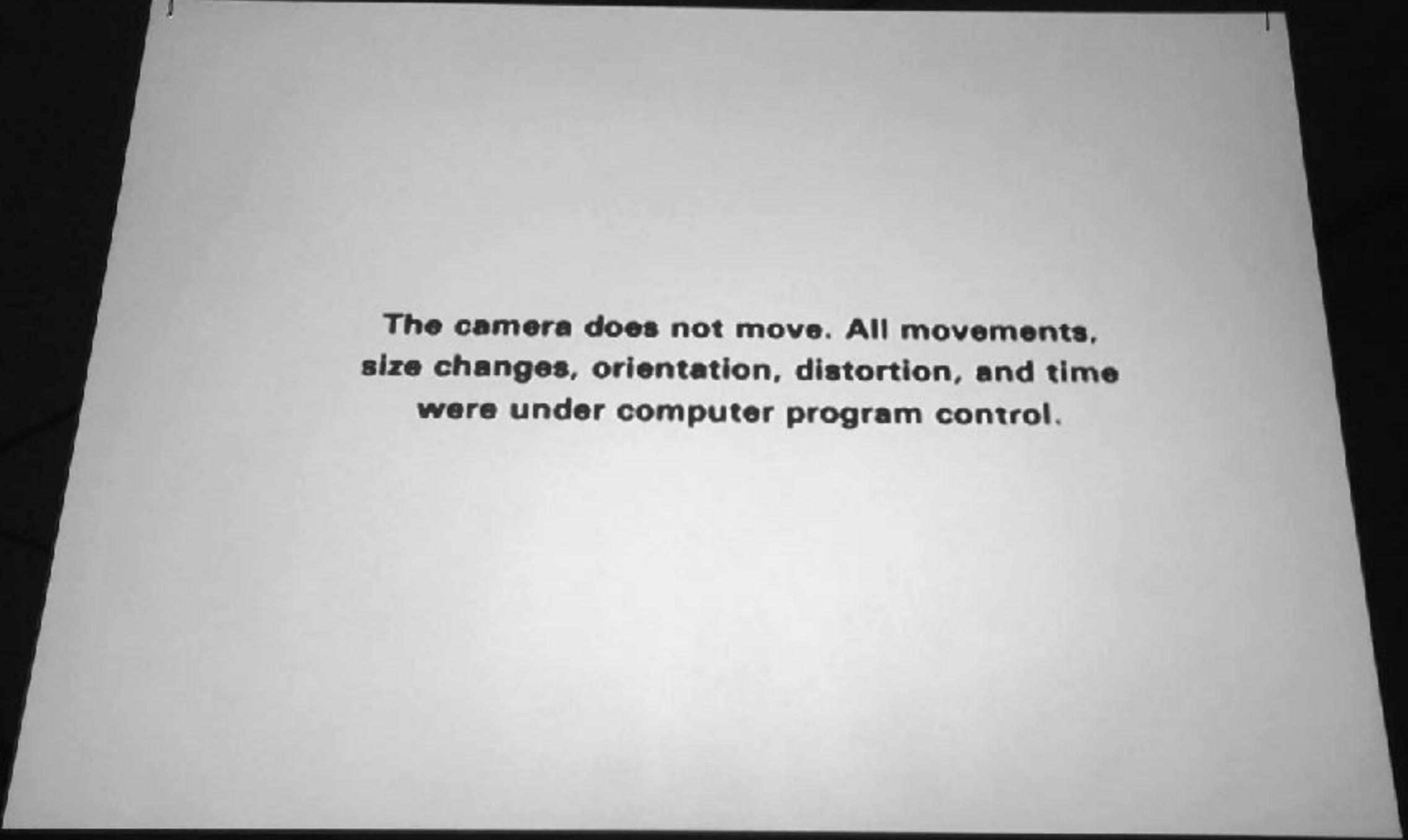
Alan Turing, 1912 - 1954  
Mathematician, Educator,  
Hero.

Imprisoned for being gay.





Ivan Sutherland, "The Father of Computer Graphics"  
Invents [Sketchpad](#) at MIT/Lincoln Labs  
The First GUI (Graphical User Interface), 1963



**The camera does not move. All movements,  
size changes, orientation, distortion, and time  
were under computer program control.**

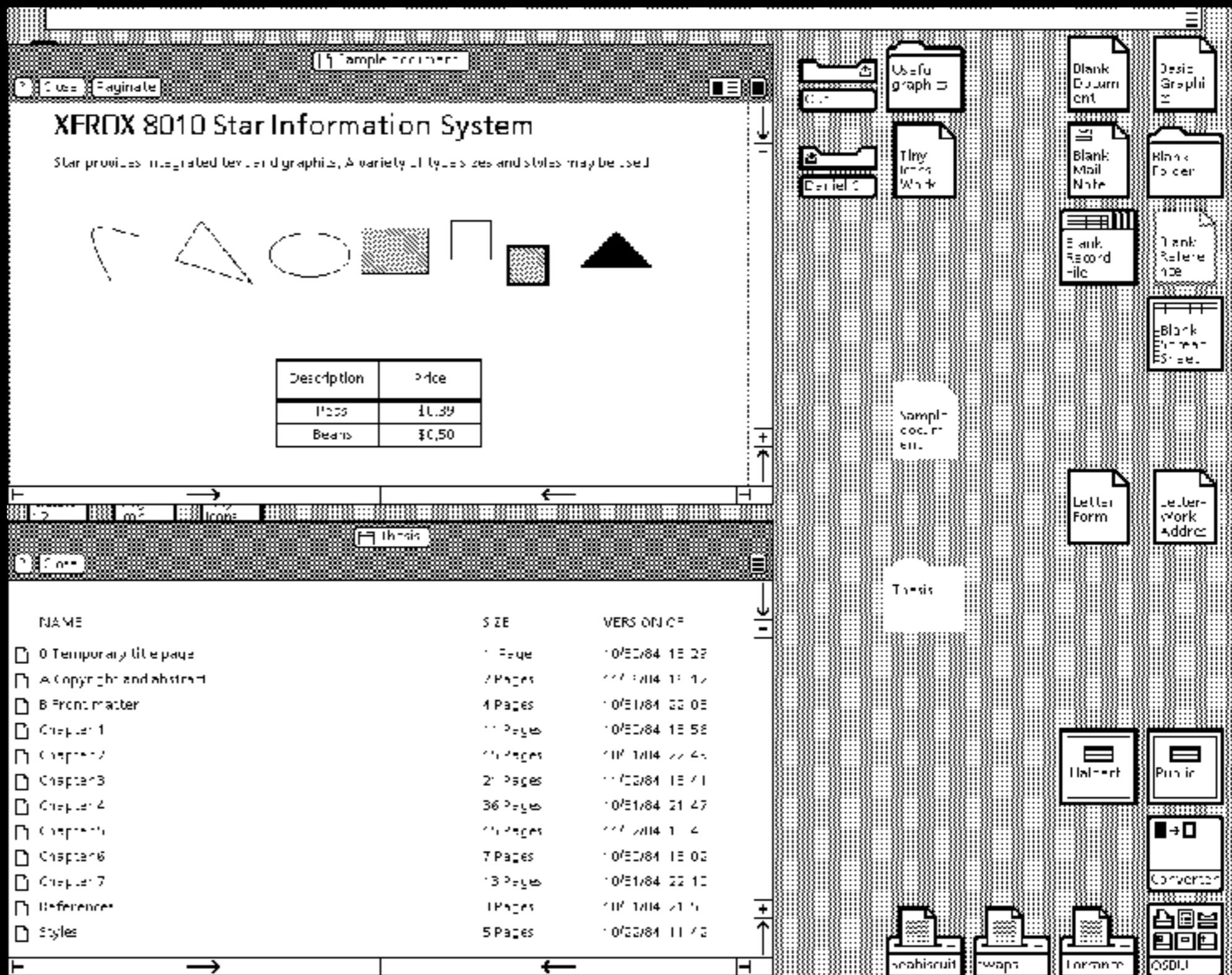
Hummingbird, 1967  
Charles Csuri  
16 mm film



## 1969 - Arpanet

first message sent from UCLA to Stanford  
Stanford machine had 128 Kb of memory and 24 Mb of disk space

# Proliferation of Personal Computing



GUI for the Xerox Star, 1981  
Xerox Park



Xerox Star, 1981  
\$17,000 per workstation

## Proliferation of Personal Computing



Steve Wozniak + Steve Jobs

# Steve Jobs Comes Back

At 33, the computer wunderkind has a slick new product and sales pitch to match. It may be the most exciting machine in years. But will it sell?

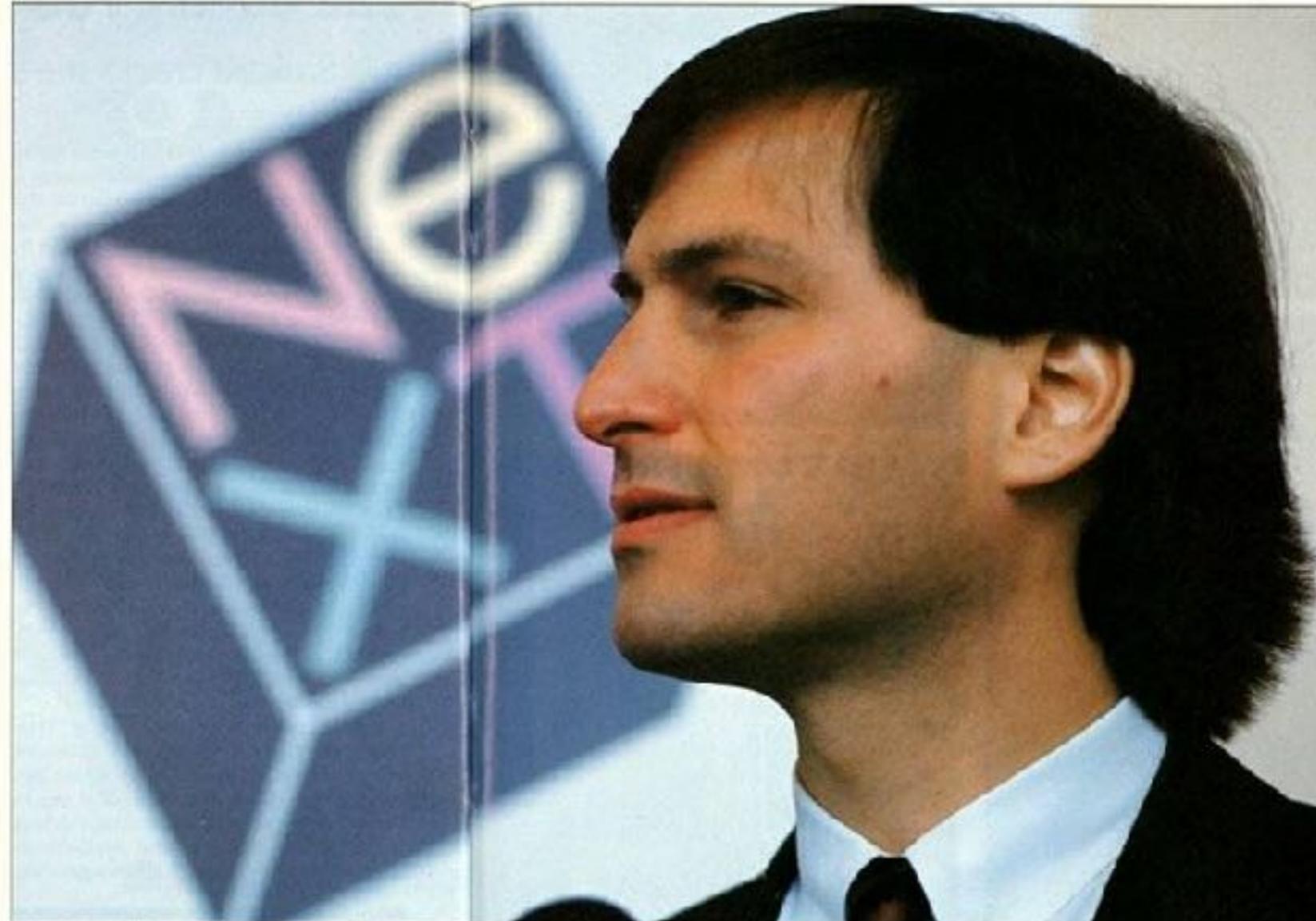
**I**t's less than a week before the most important day of his life, and Steve Jobs is doing what comes naturally: fussing over details. At a high-school gym in Berkeley, Calif., he's rehearsing the rollout that will introduce his new baby, the NeXT computer, to the world. Dressed in blue jeans and a red flannel shirt, Jobs paces back and forth, reading lines into a wireless microphone. Jobs has hired multimedia artist George Coates to stage the unveiling in San Francisco's futuristic Davies Symphony Hall. When the first slide appears on the screen, Jobs enthuses, "I really like that green." Around him, other NeXT executives chime in: "Great green. Great green."

The computer goes through its paces, playing music with the sound of a live orchestra, pulling up images as clear as photographs, retrieving quotes from a memory bank big enough to hold a bookshelf full of classics. Then a software glitch makes the image on the sleek black monitor freeze. NeXT employees tense up, expecting an infamous Jobs outburst. Jobs just stares at the screen, then shrugs. "We're hosed," he says calmly. "We'll fix that. No problem." Later, a video shows the automated assembly plant that Jobs has built to manufacture the NeXT machines. Wandering back to sit with a handful of employees, Jobs watches as robot hands install the state-of-the-art chips that will power the computer.

software with the Macintosh. Now, at 33, he's billing the NeXT as a computer that will revolutionize the higher-education market and point the industry toward the 1990s (next story). Love him or hate him, people in the computer world couldn't wait to see what Jobs had secretly worked on for three years in his Palo Alto headquarters. When a NeXT marketer called *The Wall Street Journal* to buy an ad for the rollout, the salesman quipped, "Why bother?"

Jobs has much more at stake than the \$12 million he has invested in NeXT. He's rebuilding his reputation, too. Critics say Jobs's success at Apple was an accident, and that he is little more than a showman with a knack for packaging other people's engineering. Jobs is still smarting over his

**A meticulous showman:** The boss and his logo (above), introducing the system  
PHOTOS BY CHUCK NACKE—PICTURE GROUP

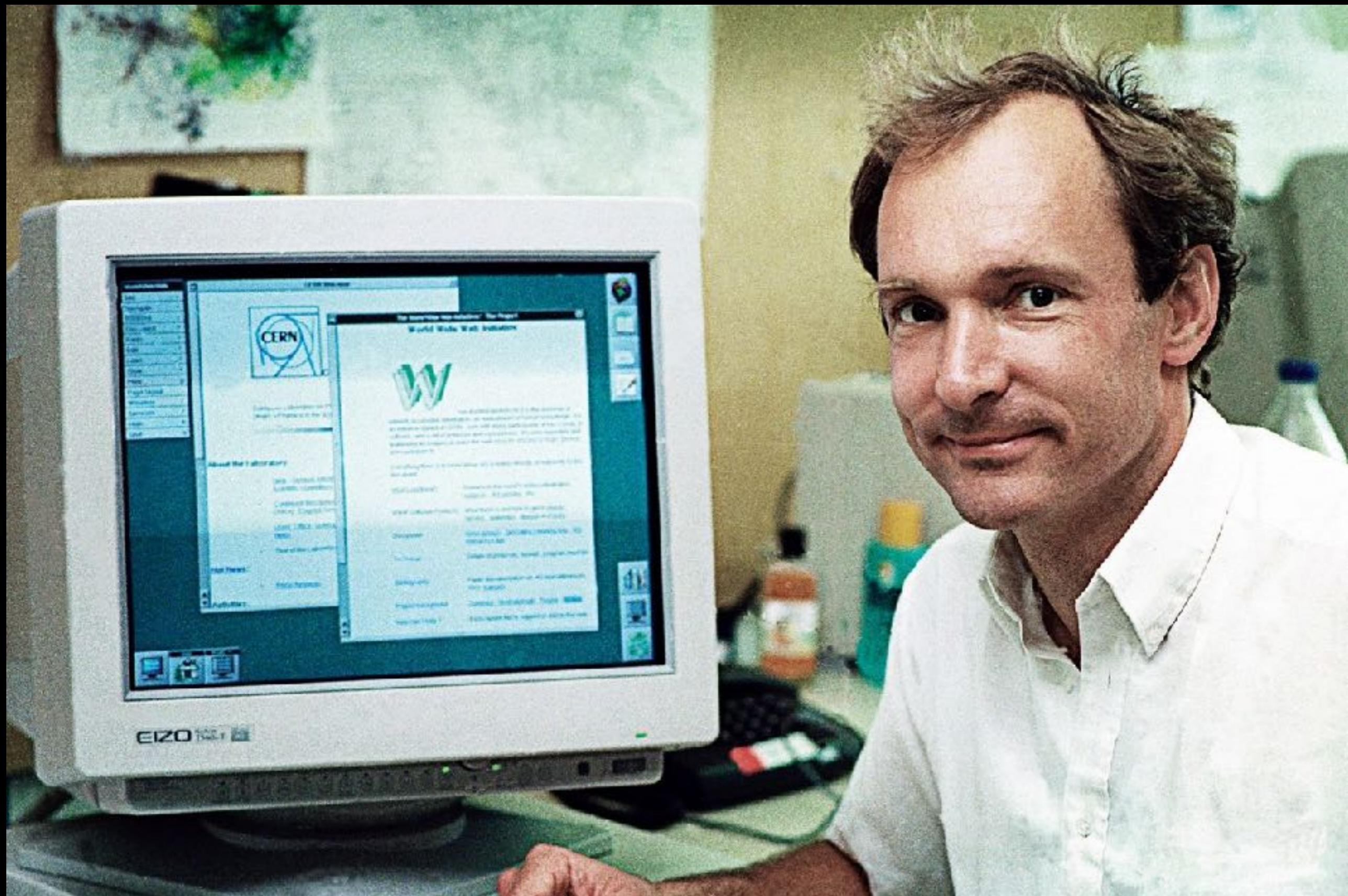


## 'A Neat, Neat Box'

**T**he NeXT computer wowed industry analysts by offering more bang—and byte—for the buck. Whatever its commercial chances, it qualifies as state of the art in six areas.

- **Sight:** The high-resolution black-and-white monitor shows exactly what will come out of the laser printer.
- **Sound:** A Motorola chip helps record and play back music and voices with the fidelity of a compact disc.
- **Memory:** The removable, erasable optical-disk drive can hold enough information to fill hundreds of books.

## The Web - Proliferation of Networks



1989 - Tim Berners-Lee invents the WWW on a NeXT machine @ Cern



1989 - First Web Server

Tim Berners-Lee invents the WWW (HTTP) on this NeXT machine

Web as Medium

Web as Medium  
As Portfolio + Archive



Jonas Mekas 1922 - 2019

Jonas Mekas

Not Secure | jonasmekas.com/di...

Diary About Jonas Writing Video Music Art & Installations The Archives  
Jokes & Anecdotes Friends Contact

Diary

Upcoming Events

Mar 10 Exhibition @ Bergamo,  
- Italy  
April 15  
April 10 With Hans Ulrich Obrist,  
London

Welcome! friends! *[Handwritten note]*

01:17

With my new book, "A Dance with Fred Astaire."

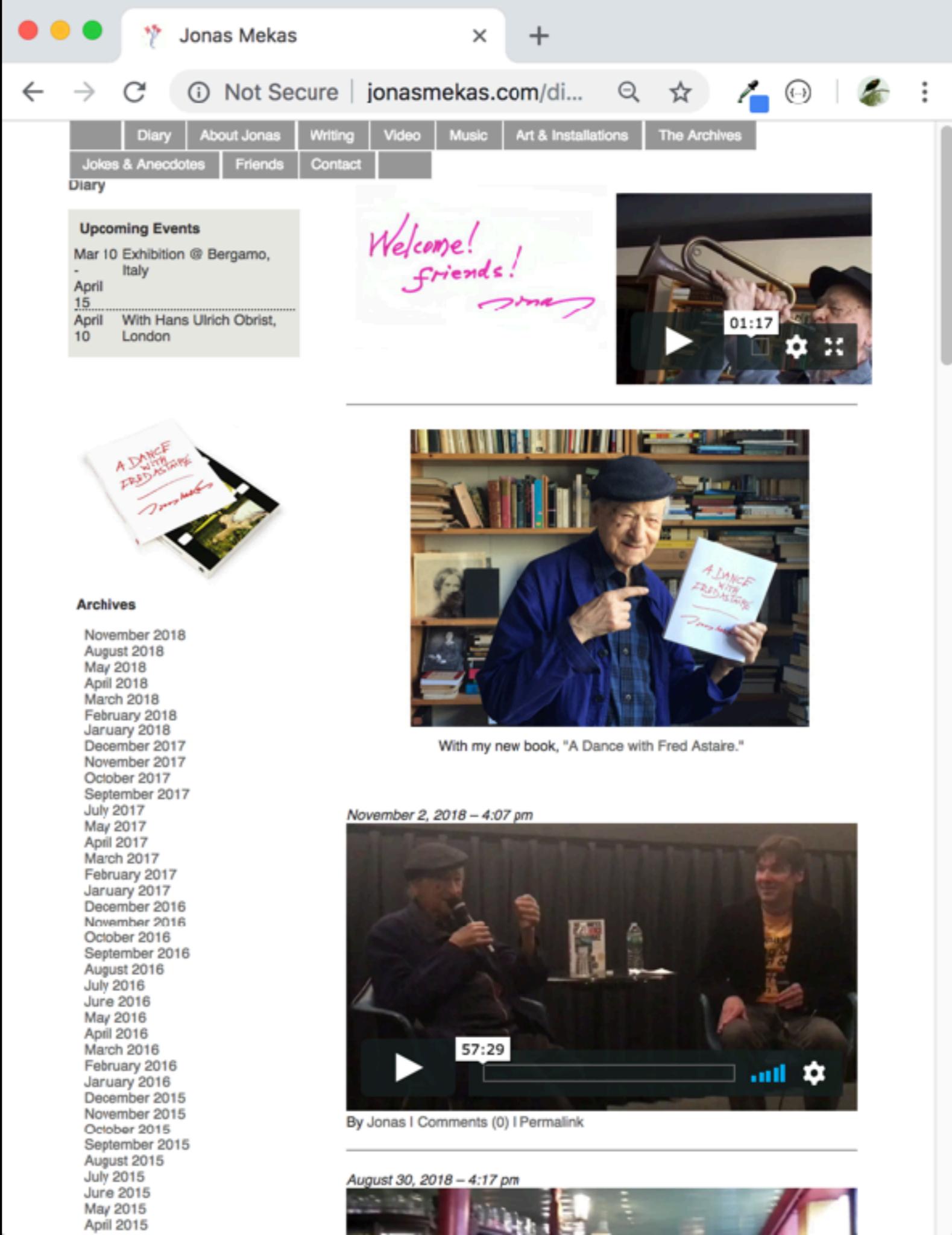
November 2, 2018 – 4:07 pm

57:29

By Jonas | Comments (0) | Permalink

August 30, 2018 – 4:17 pm

A DANCE WITH FRED ASTAIRE  
*[Handwritten note]*



Web as Medium

Interactivity

# Simple Net Art Diagram

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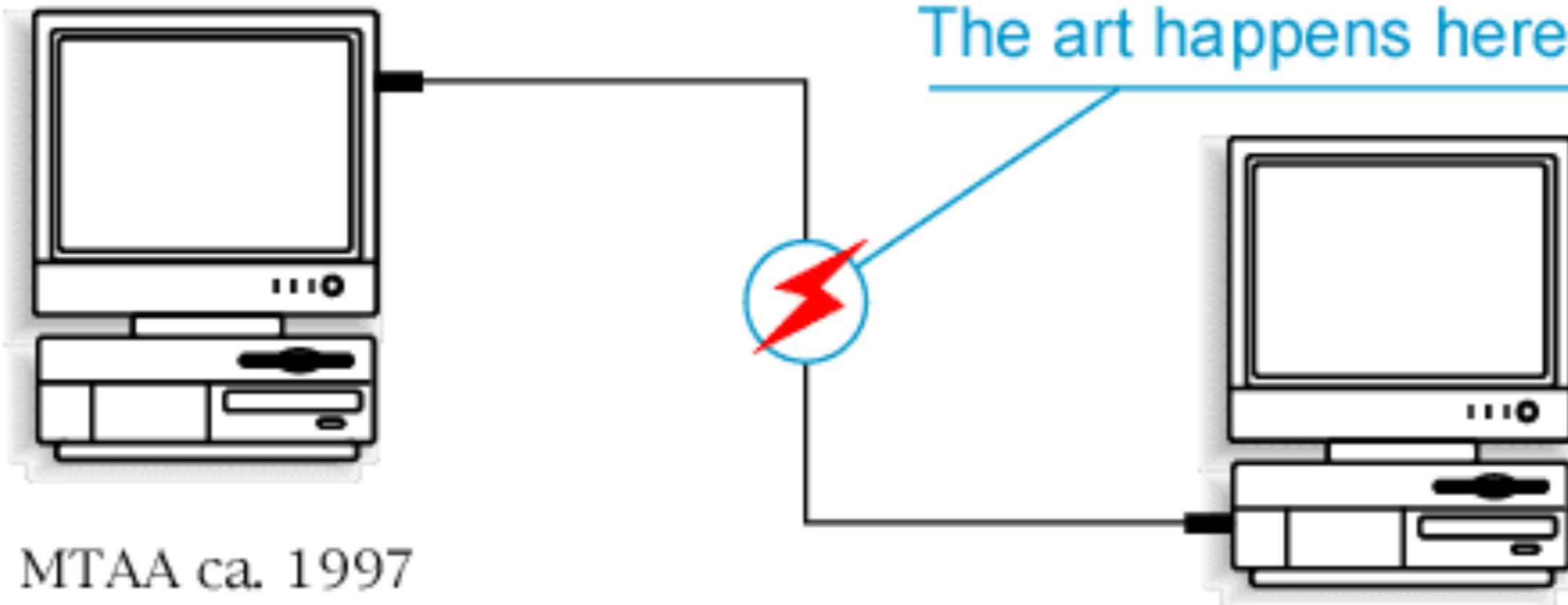


Image Atlas

www.imageatlas.org/search?countries=AF%2CBR%2CCN%2CEG%2CER%2CDE%2CIN%2CIR%2CI%2CNZ%2CKP%2CRU%2C... ☆

water search

Atlas Selection

Sort results alphabetically  
 Sort results by GDP

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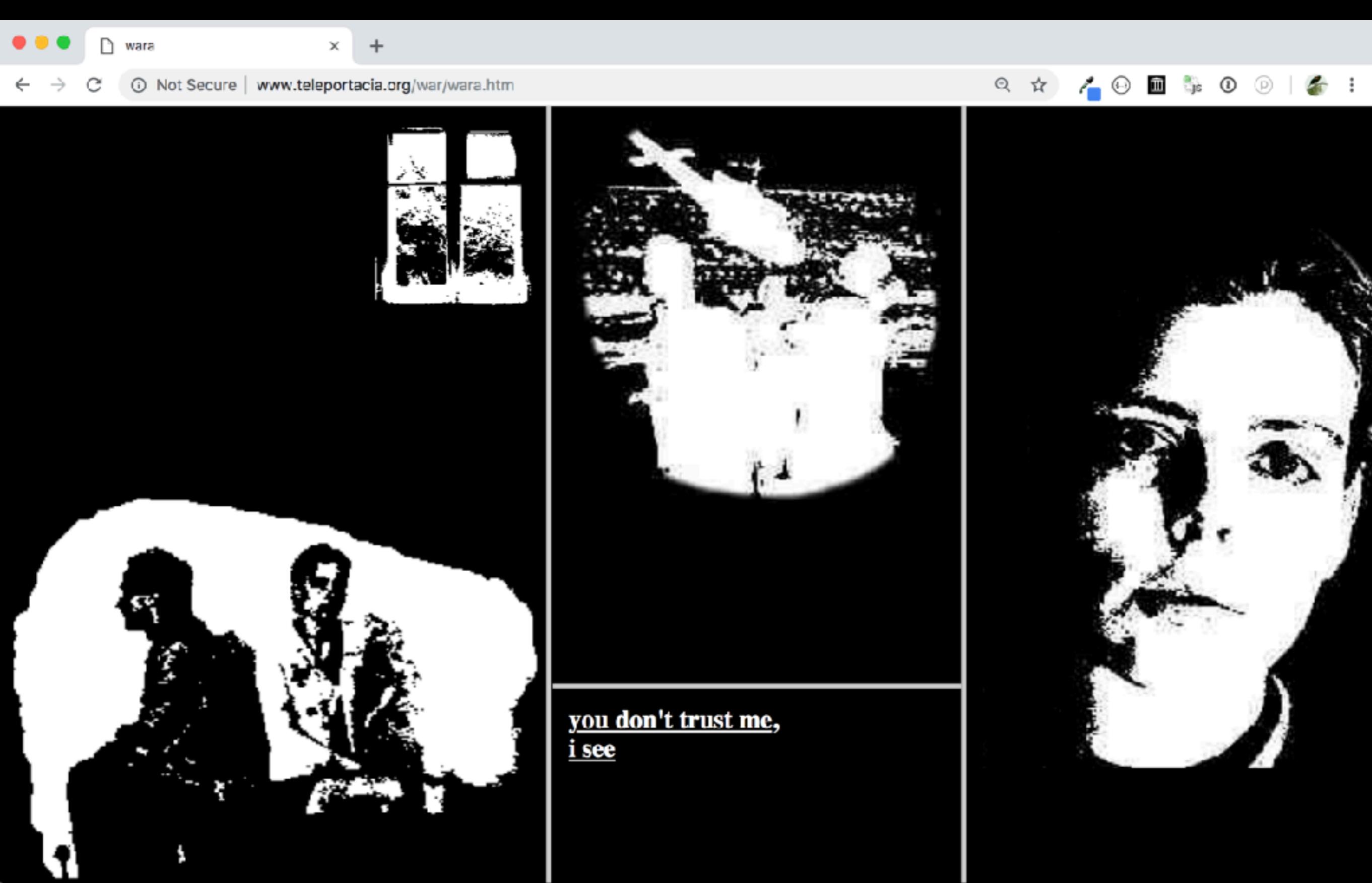


Image Atlas, 2012

Taryn Simon + Aaron Swartz

Web as Medium

Hyper Text Narrative



My Boyfriend Came Back From War, 1996  
Olia Lialina



The Whale Hunt / A storytelling X +

← → C ⓘ Not Secure | thewhalehunt.org/whalehunt.html



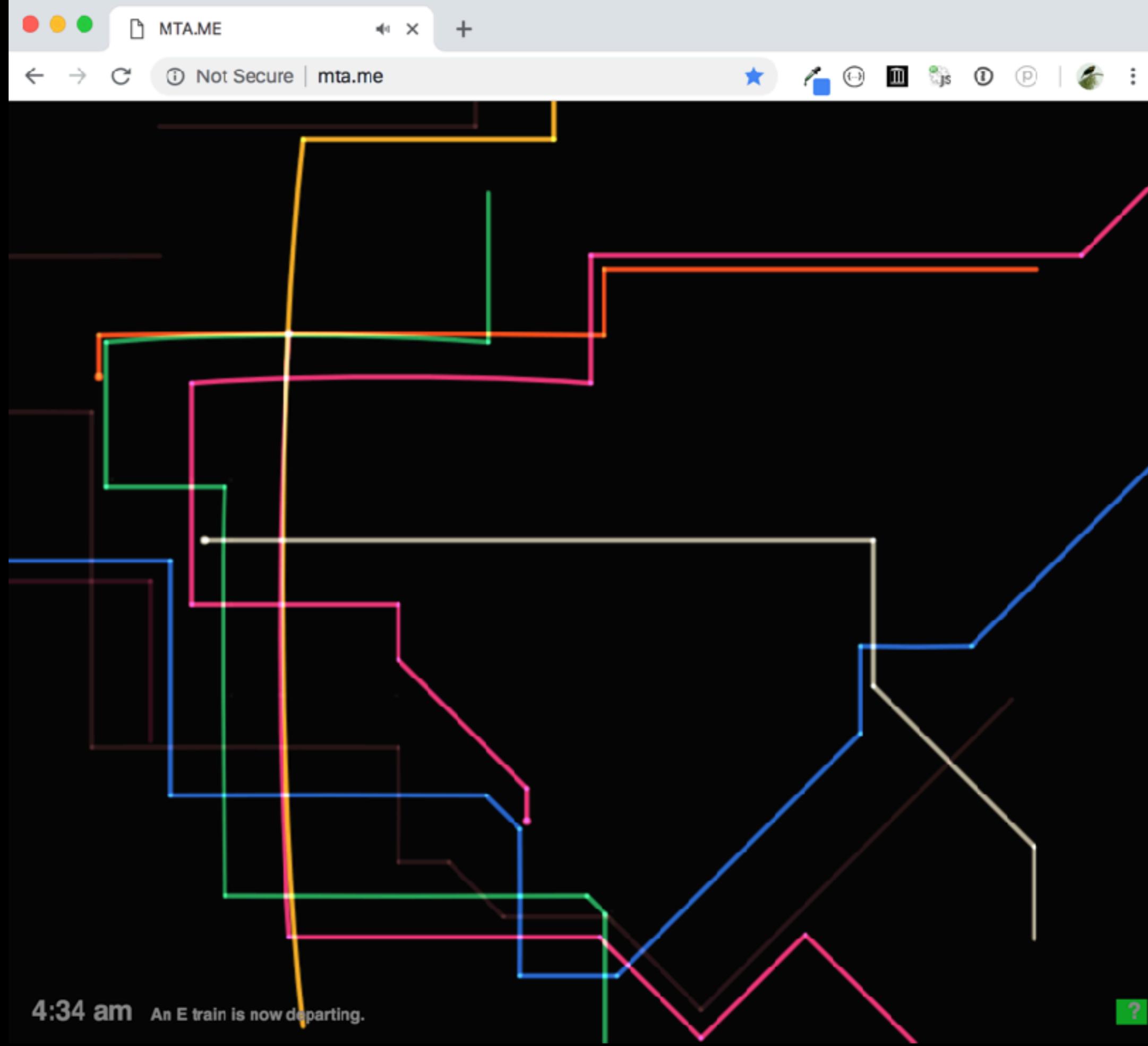
[The Whale Hunt](#), 2007  
Jonathan Harris



89 Steps, 2014  
Union Docs

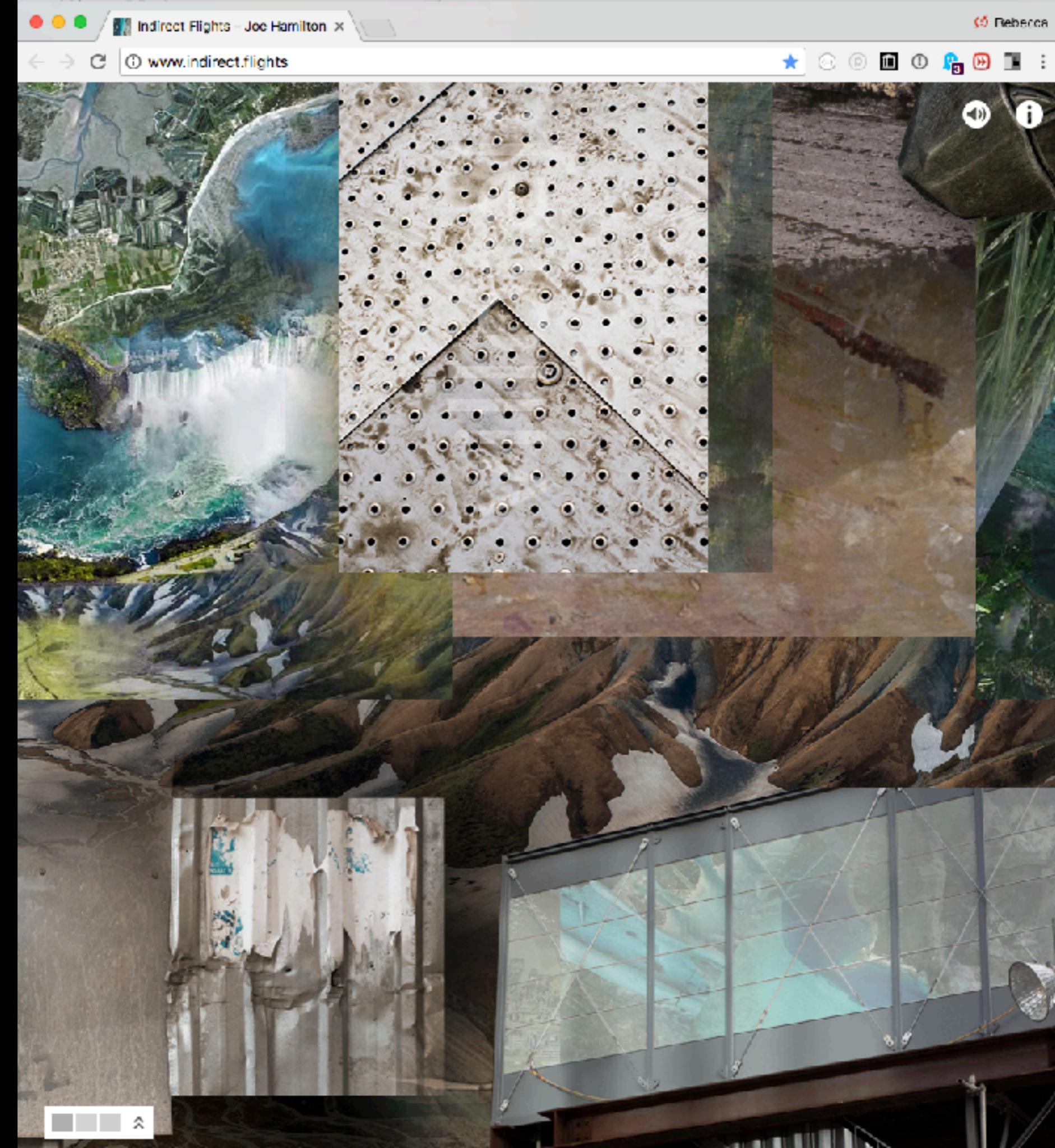
Web as Medium

Browser as Medium

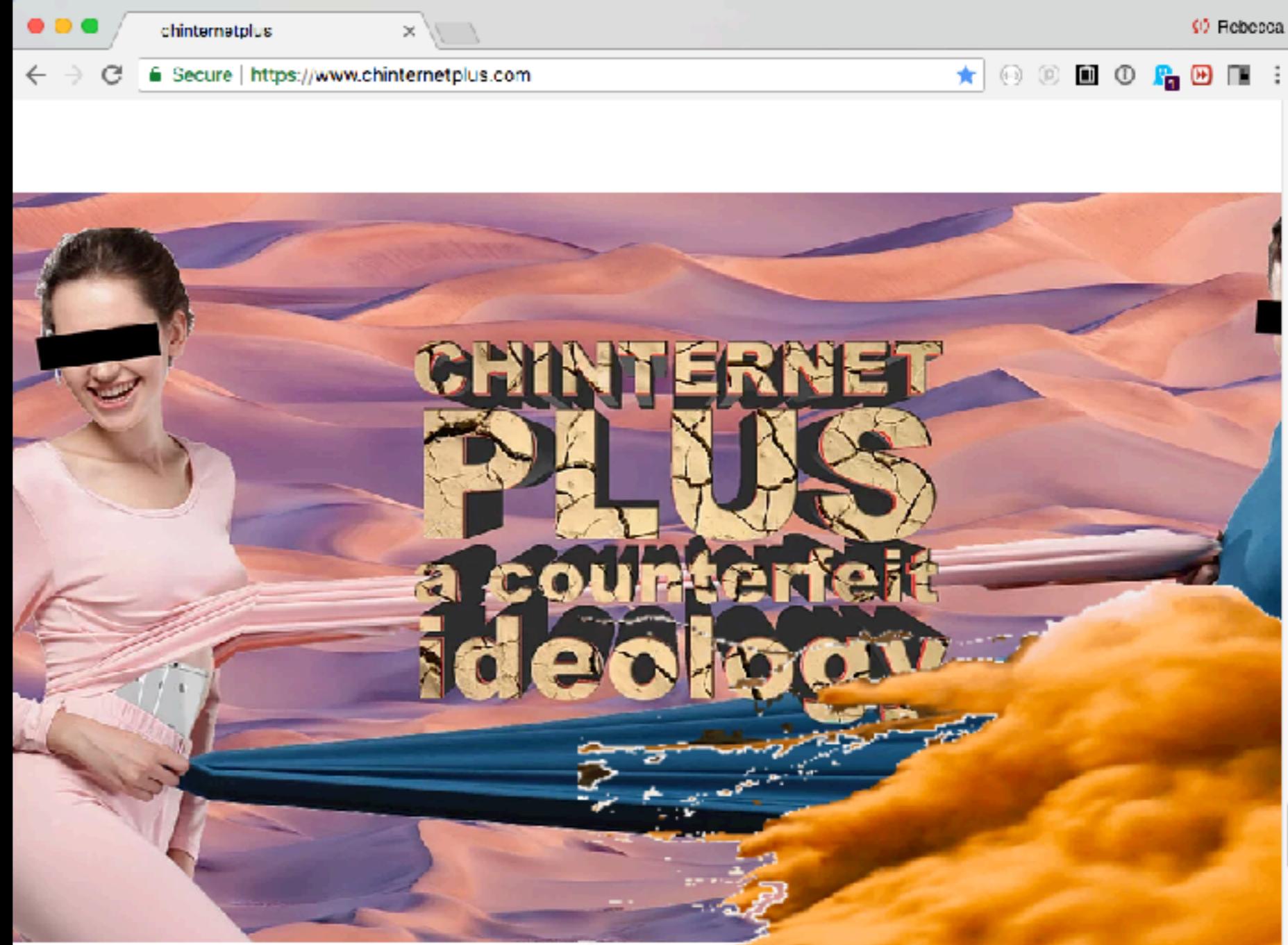


MTA.ME, 2011  
Alexander Chen

4:34 am An E train is now departing.



Indirect Flights, 2015  
Joe Hamilton



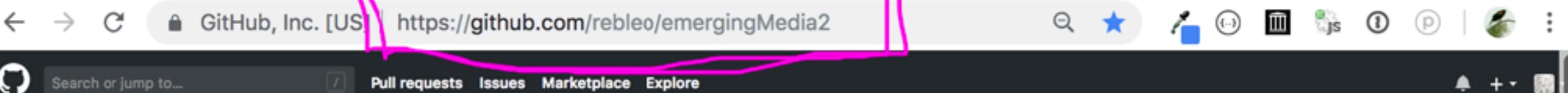
[Chinternet Plus](#), 2016

Miao Ying





Pool Poem, 2017  
Dina Kelberman



## rebleo / emergingMedia2

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click here to navigate to wiki

Hunter IMA Spring 2019

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Latest commit cfe3a04 4 days ago

[.gitignore](#)[init](#)

5 days ago

[README.md](#)[link](#)

4 days ago

[README.md](#)

## Emerging Media 2, Spring 2019

January 25 - May 22 | Film + Media, Hunter College

IMA 75200-01 || Monday 9:00 am - 12:40 pm || North Building 544

Professor: Rebecca Leopold

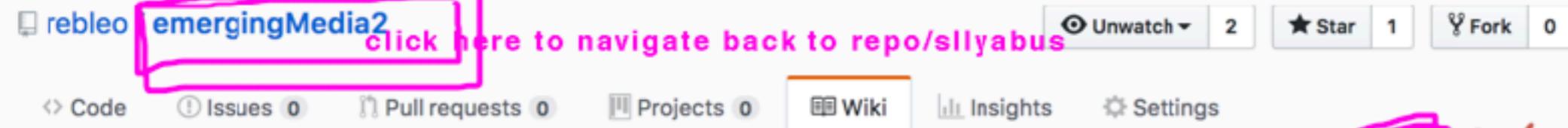
Email: rl1697@hunter.cuny.edu

Course Wiki: <https://github.com/rebleo/emergingMedia2/wiki/>

### Course Description:

This production course is an introduction to authoring code for the web through the lens of visual culture and networked media. Participants will explore granular techniques for design and programming including HTML, CSS, JavaScript and various JS frameworks. The goal is to introduce various fundamental interactive technologies to present a clear understanding of how they interrelate. Media content will be generated to consider creative process for web distribution. Weekly readings and discussions will examine how networked media can be employed to question power structures, increase political action and create aesthetic experiences.

### Class Participation:



# Home

ahenneberry edited this page 14 hours ago · 19 revisions

Welcome to the emergingMedia2 wiki!

## Class Blogs + Sites

- Rebecca - [Blog](#) + [F+M Site](#)
- Jihye - [Blog](#) + [F+M Site](#)
- Sara
- G-man - [using old blog for now](#)
- Katie - [Blog] (<https://docudreams.blog/>)
- Amanda M.
- Sarah
- Edward
- Scarlett - here's a link to my blog
- Jordan
- Amanda H - [Blog](#) + [F+M Site](#)
- Alina
- Dongni - [Blog](#)

+ Add a custom footer

click edit to add links to yr work



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<a href="#">Week 10</a>
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<a href="#">Week 12</a>

save will appear at the bottom of the page.

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Week 01 · rebleo/emergingMed X +

GitHub, Inc. [US] | https://github.com/rebleo/emergingMedia2/wiki/Week-01

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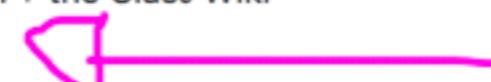
# Week 01

rebecca (marks) leopold edited this page just now · 23 revisions

Monday January 28

In Class:

- Intro to Course, Class Participants & Instructor
- Intro to: Net, Web + Computational Art
- Exercise: Intro to HTML - Browser as Creative Tool
- Demo: WebDev Workflow: Directory (File Path) Organization, Text Editor, Running a Local HTTP server
- GitHub, Markdown + the Class Wiki
- Class 1 - Notes

 redacted notes from class will be linked here

Resources:

- YR F+M Website
- Github Student Developer Pack
- Markdown Syntax Editor
- HTML
  - MDN Intro to HTML
  - What is a URL?
  - Media Formats
  - HTML 5 Cheat Sheet
- Lynda - HTML Essential Training

▼ Pages 13

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