

San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Section 1, Fall, 2017

Course and Contact Information

Instructor:	James Morgan
Office Location:	Art 325
Telephone:	408-924-4590
Email:	james.morgan@sjsu.edu
Office Hours:	M/W 13:45-14:45
Class Days/Time:	M/W 15:00-17:50
Classroom:	Art 241
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Course Description

This course will explore the fundamental concepts and methods of digital media art production. It introduces digital art, web presentation techniques, and digital based fabrication. We shall explore both conceptually and technically what it means to manipulate images and create objects digitally, we will explore pure digital spaces and experience social and physical overlap of media. This course is a visual art course and will approach media from a fine art and theoretical perspective. Students will produce artworks using currently available imaging, composition, web design, and other software. Projects will be presented in print and on the web. The class will focus on current methods, trends and conceptual frameworks for artistic production involving contemporary technology. The course emphasizes creative and critical thinking, problem solving and computer literacy.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- LO1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print
- LO2 Understand the basics of HTML 5/ CSS
- LO3 Use free, open-source, and demo software to expand software literacy
- LO4 Understand the role of copyright, remix culture and the social graph
- LO5 Practice critical thinking skills to address digital art and network cultures
- LO6 Practice writing skills to articulate the meaning and importance of digital art and networked cultures
- LO7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century

LO8 Establish nomenclature and a working understanding of digital media artworks and processes used by contemporary practitioners in the field including non-linear, networked, interactive, environmental, performance, projection, sound, physical computing and code-based methods of digital media art production

Required Texts/Readings

Additional reading will be made available in CANVAS.

Course Requirements and Assignments

#01 ~ What is New Media Art?

LO5, LO6, LO7, LO8

Write an essay of approximately 1500 words with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist. Score your essay on Criterion and Turnitin. Post your essay to CANVAS. You are encouraged to link to videos, images, sounds and other media to support your findings.

<http://atc.berkeley.edu/201/readings/New%20Media%20Art%20-%20Introduction%20-%20Mark%20Tribe%20-%20Brown%20University%20Wiki.pdf>

#02 ~ Glitch Art

LO1, LO3, LO4, LO5, LO7, LO8

Beauty in Error: Working with file formats as a medium how can we begin to break apart jpegs, pings, mp3s, or any other basic file format to convert it into another? Working with a file that you have created, translate that file into another format and consider the conceptual basis of that conversion.

#03 ~ Meme Mashup

LO1, LO3, LO4, LO5, LO7, LO8

Remix: Internet meme's drive culture today. Create a work of art using multiple current memes and combine them together to create a unique statement.

#04 ~ Game

LO1, LO3, LO4, LO5, LO7, LO8

Minecraft: Explore ideas of virtual and real, digital and public in the online environment of Minecraft. What makes data an object and how does the environment and context effect meaning. Create an aesthetic structure within the environment.

#05 ~ 3D

LO1, LO3, LO4, LO5, LO7, LO8

Sculpture: Extract and finish objects from the virtual environment of Minecraft. 3D print these data objects and objects created in Fusion 360, Sketchup or Pepakura. Document and present the objects and make the source files downloadable.

#06 ~ Net Art

LO1, LO2, LO3, LO4, LO5, LO7, LO8

Net/Art: Using HTML and CSS, create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way.

#07 ~ Portfolio

LO1, LO2, LO3, LO4, LO5, LO7, LO8

Building on the skills that you developed in the Net/Art assignment, develop a portfolio of 10 works as a webpage including an about page. Your portfolio should look professional and be hosted on the University's servers. Your portfolio should include the five completed works for this class as well as 5 previous works.

#08 ~ Code as Art

LO1, LO2, LO3, LO4, LO5, LO7, LO8

Artist statements and algorithms: how do they relate to each other? Working from the idea that code is a *language that does what it says*, write a piece of working code using HTML 5/ CSS, or the Processing programming language. You will show your source code and its execution in class, and post the completed code on CANVAS.

Final

#09 ~ Final Project + 3 page digital paper

LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8

Create a work of digital media art using the ideas and techniques you learned in Art 74. Final projects will be presented in-class in physical and/or virtual form. Include a 3-page paper with a one page (200 words) artist statement and two pages (400 words) describing the conceptual basis and technical process of the artwork. Post a portfolio link to the artwork and a PDF in CANVAS.

Grading Information

Graded Assignments, due dates and %'s

See assignment descriptions below and course schedule below for complete details,

Due Date Assignment % pts

Aug 28, What is New Media Art?	10%
Sep 13, Glitch Art	10%
Sep 20, Meme Mashup	10%
Sep 25, Game	10%
Oct 11, 3D	10%
Oct 16, Net Art	10%
Oct 30, Portfolio	10%
Nov 22, Code as Art	10%
Dec 13, Final + 3 page paper	20%

TOTAL 100%

Determination of Grades

Your coursework will be assessed according to the following rubric,

A = 100 - 90% ~ Excellent. Student exhibits exemplary effort at comprehension and analysis of the required materials. All written and creative work is lucid and engaging.

B = 89 - 80% ~ Good. Student completes assignment, and demonstrates a grasp of the key themes of each topic, but not all. Detail, creativity and critical analysis are present.

C = 79 - 70% ~ Satisfactory. Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. Student performs little or no creativity or analysis. Problems exist: the work is underdeveloped or incomplete.

D = 69 - 60% ~ Unsatisfactory. Student does not complete the work as assigned. Substantial problems exist

in student's work.

F = < 60% ~ Fail. Student does not submit work, or work is below unsatisfactory level.

“This course must be passed with a C- or better as a CSU graduation requirement.”

All work will be peer reviewed when it is due, this may be in a formal critique, online or both. Final evaluation of the work will take peer feedback into account based on the rubric.

Library Liaison

Elisabeth Thomas (elisabeth.thomas@sjsu.edu) is our library liaison. You may also want to take a look at some of the LibGuides that are available for other classes: <http://libguides.sjsu.edu/Art>

Technology Intensive Course

It is mandatory that you will produce work for this class on a computer. If you do not have your own computer or the software that is used, you have access to the CADRE computer labs and the University Computers to do your work on. If you do not have access to a modern computer and the software we are using it is not possible to pass this class. It is important for students to understand that there will be times when you will have to come into the lab outside of class time to complete assignments.

Lab Access

Your Tower Card will gain you access to both the building and the Computer Lab. Lab policies must be observed at all times. Abuse of the policy will result in loss of laboratory access. Please respect the CADRE labs and use them with care. Students caught stealing, damaging, or tampering with CADRE equipment, software applications, and/or files are subject to University Action. CADRE lab doors MUST remain CLOSED and LOCKED at all times. Students caught propping doors or leaving them open are subject to having lab privileges revoked.

Classroom Protocol

- Students are responsible for coming to the lab to complete assignments or using their own computer. Computer use and software is made available to students, it is your responsibility to take advantage of this or to purchase your own machines and software.
- In the course of the semester we will undoubtedly talk about things, which are not in the mainstream and may be controversial. If at any time you find the subject or content of this course objectionable you are encouraged bring that into the discussion. If however you find a presentation offensive you are permitted to quietly, without disrupting the class, excuse yourself. It is then your responsibility to contact the instructor for make-up work.
- Additionally students are responsible for their own well-being. If you need help, it is your responsibility to ask for it.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Art 74: Introduction to Digital Media Art, Fall 2017, Course Schedule.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug 23	Course Introduction / Overview of Syllabus CANVAS, Criterion, Creative Cloud
2	Aug 28	Intro: What is New Media Art? Introduction to technique, aesthetics, nomenclature and examples Due: What is New Media Art?
2	Aug 30	Intro to pixel based image with Adobe Photoshop
3	Sep 4	Labor Day
3	Sep 6	Intro to vector based image with Adobe Illustrator
4	Sep 11	Moar Adobe Photoshop / Intro to Glitch
4	Sep 13	Due: Glitch
5	Sep 18	Intro to Meme Mashup
5	Sep 20	Due: Meme Mashup
6	Sep 25	Intro to Game
6	Sep 27	Due: Game
7	Oct 2	Intro to 3D
7	Oct 4	Intro to net/art, continue 3D
8	Oct 9	Lab Work on net/art & 3D
8	Oct 11	Due: 3D
9	Oct 16	Due: Net Art
9	Oct 18	Intro to Portfolio
10	Oct 23	Work on assignment Portfolio / Bootstrap
10	Oct 25	Work on assignment Portfolio
11	Oct 30	In-class presentation and critiques of Portfolio Due: Portfolio
11	Nov 1	Intro to Code as Art
12	Nov 6	Code as Art I Processing and Code Getting Started With Processing Ch. 1, 2, and 3

12	Nov 8	Code as Art II Getting Started With Processing Ch. 4 and 5 Students will work in-class on their coding projects
13	Nov 13	Code as Art III Getting Started With Processing Ch. 5 and 6 Students will work in-class on their coding projects
13	Nov 15	ATC - Martin Luther King Library, TBA
14	Nov 20	Code as Art IV Students will work in-class on their coding projects
14	Nov 22	Thanksgiving Break
15	Nov 27	In-class presentation and critiques of Assignment #08 Due: Code as Art
15	Nov 29	Intro to Final project
16	Dec 4	Lab activity - Final projects Students will work in-class on their Final projects
16	Dec 6	Lab activity - Final projects Students will work in-class on their Final projects
Final Exam	wed Dec 13, 12:15-1430	In-class presentation and discussion of Final Students will present their Final project in class Due: Final