

**San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Section 3, Fall, 2017**

Course and Contact Information

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| Instructor: | Roya Ebtehaj |
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| Office Hours: | T 3:30 - 5 PM |
| Class Days/Time: | T/TH 9:00AM - 11:50 AM |
| Classroom: | ART 241 |
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Course Description

This course will explore the fundamental concepts and methods of digital media art production. It provides an introduction to 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 Introduction to 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 on Canvas.

Course Requirements and Assignments

#01 ~ What is New Media Art?

Write an essay of approximately 1000 words with at least 3 examples of artists that you feel represent New Media Art and can inspire your own work as an artist. Explain the reasons you chose those artists/artworks and how they will influence your projects during the semester

You are encouraged to link to videos, images and sounds to support your findings.

#02 ~ Glitch Art

Beauty in Errors: Working with file formats as a medium, how can we begin to break apart jpegs, pngs, 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 ~ Mashup Art

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

#04 ~ Video Art

Explore ideas of camera placement, video editing, and adding visual effects. Create a 2 to 5 min video art. You will shoot your video during the class time, somewhere on the campus. You can use both professional camera and cellphone to record your footages. The video should be narrative.

#05 ~ Sound Art

Sound+Art: Using basic recording techniques, go out into the world and find interesting sounds and record them. You can produce high quality field recordings, or mix sound together to create a unique sound scape of 2 to 5 min. in length.

#06 ~ Net Art

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

#07 ~ Portfolio

Building on the skills that you developed in the Net/Art assignment, develop a portfolio of some works as a webpage including an about page. Your portfolio should look professional and be hosted on the University's servers.

#08 ~ Code as art

Drawing with code: using the free resource Processing software to draw a creative form such as a self-portrait, an other worldly creature, imaginative structure, etc.

Final

#09 ~ Individual Final projects + 3-page PDF paper

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 PDF paper including a 1-page artist statement plus 2-pages describing the conceptual basis and technical process of the artwork.

Grading Information

Determination of Grades

The grading of each project will be based on:

- researching for influence inspirational art 15%
- the conceptual drive of the project 25%
- the visual appeal and the aesthetics of the final presentation 30%
- technical aspects and functionality 30%

Due Date Assignment % pts

What is New Media Art? 5%

Glitch Art 5%

Mashup Art 5%

Video Art 10%

Sound Art 10%

Net Art 10%

Portfolio 10%

Code as art %10

Interactive Art + 3-page paper 20%

Participation and small assignments 15%

TOTAL 100%

Grading Policy/ Rubric

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.”

Canvas

Course materials such as syllabus, schedule, handouts, notes, assignment instructions, etc. can be found on Canvas. **assignments must be submitted on Canvas.**

Library Liaison

Elisabeth Thomas (Elisabeth.Thomas@sjsu.edu)

Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

Phone number (408)808-2193

Technology Intensive Course

Students need access to a laptop computer which can support Adobe software for this course. They can also use the lab's computers. Students should download the current edition of Adobe Creative Suit included photoshop, illustrator and premiere (free to all SJSU students). You can download it at <http://its.sjsu.edu/services/software/adobe>.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com/>. You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu/> (or other communication system as indicated by the instructor) to learn of any updates.

Classroom Protocol

Participation

Students are responsible for coming to the lab **ON TIME** and actively taking part in critiques. Students are also encouraged to share additional thoughts and useful links with the class. Since we will be having guest artists lecturing some sessions, class attendance is important. **15%** of the final grade will be based on the overall class participation. If students cannot make any session of the class, they are obligated to Email the teacher before the session.

Late work

Late work is not accepted past one week after assignment is due. Students grades will be lowered by 50% for any late submission. In the case of an emergency situation the late assignment submission could be extended up to two weeks with the approval of the teacher.

Be Respectful

During Lectures and group discussions, students **MUST NOT** use their phone (including text), take naps, or talk to others outside the class context.

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, Fall 2017, Course Schedule.

Course Schedule

| Week | Date | Topics, Readings, Assignments, Deadlines |
|------|---------|--|
| 1 | Th 8/24 | Course Introduction /Overview of Syllabus Introductions (Instructor-Students), Blog/Vimeo Registration |
| 2 | T 8/29 | What is New Media Art? Introduction to technique, aesthetics and conceptual thinking Assignment #01 Due |
| 2 | Th 8/31 | Intro to pixel based image with Photoshop Topics related to image formats, resolution, software interface and main tools |
| 3 | T 9/5 | Intro to vector based image with illustrator Topics related to formats, software interface and main tools |
| 3 | Th 9/7 | Advanced Tutorial in Photoshop and illustrator |
| 4 | T 9/12 | In-class presentation and critiques of Assignment #02 Assignment #02 Beauty in Errors Due Lecture on similar artworks created by professional artists |
| 4 | Th 9/14 | Lecture on the art and culture Students should submit a link of an artwork made related to the topic of art and culture and talk about it for up to 5 minutes |
| 5 | T 9/19 | In-class presentation and critiques of Assignment #03 Assignment #03 Mashup Due |
| 5 | Th 9/21 | Guest speaker 1 Intro to video Topics related to video formats, aesthetics of composition, aspect ratio |
| 6 | T 9/26 | Lab Activity Shooting day |
| 6 | Th 9/28 | Intro to video editing with Premiere Topics related to project formats, software interface and main tools |
| 7 | T 10/3 | Timeline audio editing and mixing with Premiere Reading response: TBD |

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| 7 | Th 10/5 | <p>In-class presentation and critiques of Assignment #4 and #05</p> <p>Assignment #04 Video art Due</p> <p>Assignment #05 Sound+Art Due</p> <p>*this could be a combined project</p> |
| 8 | T 10/10 | <p>Intro to web design with HTML and CSS #1</p> <p>Focusing on the basic structure of web development by HTML</p> |
| 8 | Th 10/12 | <p>Intro to web design with HTML and CSS #2</p> <p>In class tutorials on the basic aspects of web design by CSS</p> |
| 9 | T 10/17 | <p>In-class presentation and critiques of Assignment #06</p> <p>Assignment #06 Net/Art Due</p> <p>Lecture on similar artworks created by professional artists</p> |
| 9 | Th 10/19 | <p>Lab activity</p> <p>In class sketching of the wire frame, developing content and working on the graphic design aspects of the web-portfolio</p> |
| 10 | T 10/24 | <p>Lab activity</p> <p>Finalizing and debugging (Leily Khatibi will help with debugging the HTML and CSS codes)</p> |
| 10 | Th 10/26 | <p>Guest speaker 2</p> <p>Lab activity</p> <p>Students will work in-class on their project</p> |
| 11 | T 10/31 | <p>In-class presentation and critiques of Assignment #07</p> <p>Assignment #07 Portfolio Due</p> |
| 11 | Th 11/2 | <p>ATC</p> <p>Martin Luther King Library, Rm. 255/257</p> |
| 12 | T 11/7 | <p>Lecture on art's relations to coding</p> <p>Reading response: TBD</p> |
| 12 | Th 11/9 | <p>Writing Interactivity - Code as Art I</p> <p>Processing and Code</p> <p>Getting Started with Processing Ch. 1, 2, and 3</p> |
| 13 | T 11/14 | <p>In-class presentation and critiques of Assignment #08</p> <p>Assignment #08 Due</p> <p>Lecture on similar artworks created by professional artists</p> |
| 13 | Th 11/16 | <p>Writing Interactivity - Code as Art II</p> <p>Getting Started with Processing Ch. 4 and 5</p> <p>Lab activity</p> <p>(Each student should provide an open source piece of code in class, try to break it down during class time and create something new from it)</p> |
| 14 | T 11/21 | <p>Writing Interactivity - Code as Art III</p> <p>Getting Started with Processing Ch. 5 and 6</p> |
| 14 | Th 11/23 | <p>Thanksgiving Day (No class)</p> |
| 15 | T 11/28 | <p>Final project proposal class discussion</p> <p>Each student should talk about his/her idea for the final project for approximately 5 minutes.</p> <p>Guest speaker 3</p> |

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| 15 | Th 11/30 | Field trip: TBD |
| 16 | T 12/5 | <p>Lab activity Students will work in-class on their Final projects Assignment #09 Due (Students must submit the 3-page PDF of the final project)</p> |
| 16 | Th 12/7 | <p>Lab activity - Final projects Students will work in-class on their Final projects</p> |
| Final Exam | | <p>Venue and Time Final project critique</p> |