San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media, Section 04, Fall, 2017

Course and Contact Information

Instructor:	Teresa Cunniff
Office Location:	Art 319
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Office Hours:	Monday, Wednesday 11:00am – 12pm
Class Days/Time:	Monday, Wednesday 12:00 – 2:50pm
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:
CLO 1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print
CLO 2 Use HTML 5/CSS
CLO 3 Use free, open-source, and demo software to expand software literacy
CLO 4 Understand the role of copyright, remix culture and the social graph
CLO 5 Practice critical thinking skills to address digital art and network cultures
CLO 6 Practice writing skills to articulate the meaning and importance of digital art and networked cultures
CLO 7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century
CLO 8 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

New Media Art, by Mark Tribe and Reena Jana, Published by Taschen, 2006 ISBN: 3-8228-3041-0, $9.99.
http://atc.berkeley.edu/201/readings/New Media Art - Introduction - Mark Tribe - Brown University Wiki.pdf

Other Readings: Additional reading will be made available online or as a handouts or internet links. Do not expect to keep up with the course content if you do not do the readings.

Read and Respond 1: Wikipedia entries for: *Digital Media* and *New Media Art*.
Read and Respond 2: Introduction, New Media Art, Mark Tribe and Reena Jana
Read and Respond 3: 5 Principles of New Media, The Language of New Media, Lev Manovich
Read and Respond 4: Net Art

Course Requirements and Assignments

Homework: It is expected that students spend a minimum of 45 hours for each unit of credit (3 hours per unit per week), preparing for class, participating in course activities, completing assignments, etc. Details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

Project 1: Raster Image Montage, Animated, with Sound

Assignment 1, Digital imaging Montage for Print (10%): Create a digital montage in Adobe Photoshop containing parts of 20 source images: 10 images from physical sources (your own artwork, photos, scanned objects), and 10 images from digital sources (downloaded from the internet).

Assignment 2, Animation (10%): Working with Photoshop tools and functions such as layers, timeline frames, tweening, durations, puppet warp, etc., create a 10 second looping animation of your montage.

Assignment 3, Soundscape (5%): Use audio editing/mixing software to create an audio collage that corresponds to and enhances the narrative and the aesthetic qualities of your animated montage. The composition doesn't have to be "musical" and the original sounds don't have to be recognizable.

Project 2: Vector Graphic to 3D Printed Sculpture (10%)
Create a 3D printed sculpture from a vector graphics and 3D modeling software such as Blender or SketchUp. Document and present the objects and make the source files downloadable.

Project 3: Online Portfolio (10%)
Using HTML and CSS, make a simple web portfolio, using all course assignments for content. Your portfolio should have a unified look and be hosted on the University's servers.

Project 4: Code As Art (10%)
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. Show source code and its execution in class, and post completed code online.

Project 5: Net Art (20%)
Use HTML and CSS to create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way. Project should capitalizing on the distinctive qualities that define the internet: hyperlinks and non-linear narrative.

New Media Presentation (5%)
Select a New Media Art topic to research. Include a definition of the topic, its history and relevance, and at least 1 example of an artist working in this vein. Document the presentation with text, images, videos, and links or credits to the sources where you found information. Presentations should last around 5 minutes.

Participation (20%)

Participation includes completing read and response assignments, being active in class discussions and lectures, paying attention and speaking up in all class critiques, and engaging with your fellow classmates about their projects and ideas. You are welcome to ask questions and contribute relevant comments at any time. It is imperative to the success of our semester that you help build the community necessary to allow everyone to grow as artists throughout the course.

The Iterative Process:
Each project has 3 distinct phases.
1. idea/concept generation, research and development
2. the draft
3. the critique/presentation

Each project is required to have a "sign-off" approval of each step before proceeding to the final presentation/critique. If the project has not received a sign-off for steps 1 and 2, it will be critiqued as a draft and will require the student to fulfill the missing steps and approvals before the instructor will grade it.

Evaluation of each assignment is based on 3 criteria: technical skill, aesthetic quality, and concept. Each assignment will be accompanied by a short, 1–2 paragraph artist statement explaining the conceptual and technical ideas employed. In general it is the students responsibility to ensure they have a full understanding of the conceptual and technical requirements for each assignment before beginning. If you have questions, please ask! All project parameters are negotiable through the process, not after final submission.

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.

Grading Information: **This course must be passed with a C– or better as a CSU graduation requirement.**

Library Liaison

Elisabeth Thomas (elisabeth.thomas@sjsu.edu)
Website: http://libguides.sjsu.edu/collectiondevelopment/CDhumanities

Course Materials

Course materials such as syllabus, tutorials, assignment instructions, etc. can be found on the 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.

Other Equipment / Material Requirements
- Ear buds or headphones for individual research

- A portable hard drive

Material Data Safety Sheets (MSDS) must be on file for all potentially hazardous materials before they can be used in any of the Art & Design facilities. Submit one copy of the material's MSDS to the department in Room 104 and a second copy to the faculty member or technician responsible for the facility where the material will be used. This is a commonly missed question on the shop safety test.

Class Structure

This is a hands-on course. Students work on projects in the classroom. Presence at lectures, demonstrations, critiques, and field trips is imperative. No work used or created for another or outside of class (done without the instructors knowledge or input while in process) will be accepted.

While this is not a software-training course, students will be given general introductions to a variety of software applications and devices. Learning to use these complex programs and online technologies takes dedication of time and a flexible attitude towards experiential practice and learning. Becoming proficient in new technologies is accomplished through both individual and shared experience, exploring and experimenting, making mistakes, and asking questions.

The real challenge of this course is to engage in critical, complex, thoughtful, conceptually sound creative experiments. Ask yourself what you care about most and what you are engaged in; that will tell you where to guide your work.

Student Responsibilities

Students are responsible for all information presented in lectures and demonstrations, and through assigned readings and web related research.

- Students will present each of their projects for class critique.
- Students must complete all course assignments on time.
- This class will include lab and lecture time. Students are responsible for completing assignments through lab time or on their own computer. Equally important, students are responsible for actively engaging in the course material through group discussions and critiques.
- Students will create a final online portfolio that will display all course assignments – this portfolio is REQUIRED to pass the class.

Cell Phones: Please turn your cell phone off while in class. Do not answer your phone or text message in class. Texting during a slide lecture or a technical demonstration or at any time in this class is absolutely unacceptable.

Email: Please make sure the University has your correct email address, or you won't receive my or other faculty's emails about class-related issues.

Computer Use: 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 complete your work.

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. 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.

Emergency Phone Numbers:

Emergency: dial 911 (FROM A SCHOOL PHONE, NOT A CELLPHONE!)

Escort Service: dial 42222

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 at http://www.sjsu.edu/gup/syllabusinfo/"

48496 / Art 74, Introduction to Digital Media Art, Fall 2017, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8.23	Introductions, The Challenge. Beginning survey. Homework: Wikipedia reading and response.
2	8.28	PPT: What is New Media Art? Read and Respond 1 due. Intro to Project 1
2	8.30	PPT: Montage, Remix Culture, Copyright. Homework: collect 20 source images, develop concept for montage.
3	9.04	Labor Day. No class.
3	9.06	Due: Project 1 concepts due. Homework: Read and Respond 2, New Media Art, by Mark Tribe and Reena Jana.
4	9.11	Project 1 Triptych Montage draft due for critique
4	9.13	Project 1 Triptych Montage workday. Intro to Animation panel in Photoshop.
5	9.18	Project 1 Triptych Montage prints due for critique. Intro to Assignment 2, Animation.
5	9.20	Project 1 Animation workday.
6	9.25	Project 1 Animation draft due. Homework: render/export mp4 files before critique.
6	9.27	Project 1 Animation critique. Lecture: Sound Art. Intro to Assignment 3: Soundscape.
7	10.02	Project 1 Animation with Soundscape workday.
7	10.04	Project 1 Animation with Soundscape due for critique. Intro to Project 2 3D Modeling.
8	10.09	Read and Respond 2 due. Select New Media Presentation topics. Project 2 profile photos due.
8	10.11	Project 2 Vector basics.
9	10.16	Project 2 3D Modeling software basics.
9	10.18	Project 2 workday, 3D Printing demo.
10	10.23	Project 2 critique. Intro to HTML and CSS portfolio
10	10.25	Project 3 Online Portfolio
11	10.30	Project 3 Online Portfolio.
11	11.01	Project 3: Online Portfolio due.
12	11.06	New Media Art Presentations. Assign Manovich reading.
12	11.08	New Media Art Presentations
13	11.13	Discuss Manovich reading and 5 Principles of New Media. Intro to Processing.
13	11.15	Advancement To Candidacy in MLK Library
14	11.20	Project 4: Code as Art.
14	11.22	Thanksgiving recess. No class.
15	11.27	Project 4: Code as Art.
15	11.29	Project 5 Nonlinear Narrative and the Net Workday.
16	12.04	Project 5: Nonlinear Narrative and the Net Draft due for review.
16	12.06	Project 5 Nonlinear Narrative and the Net Workday.
17	12.11	Critique Project 5: Nonlinear Narrative and the Net. End of Semester Survey.
Final Exam		Tuesday, 12.19, 9:45 am-1200 pm. Students present final websites with links to all projects and exercises.