

San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Section 7, Fall, 2017

Course and Contact Information

Instructor: Rhonda Holberton

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Office Hours: T/TH 1:45 PM -2:45 PM

Class Days/Time: T/TH 6:00PM - 8:50PM

Classroom: Art Building 110

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 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 Composite

Create a new image from 3 or more image sources. What logic does the composite use as a basis for the content selection? How does the reuse of the content modify/enhance/negate aspects of the historical context of the source material? Where does your new work 'live'? If the work lives online, what platform? If presented in a traditional art context (gallery/museum), is it printed? Projected? Shown on a screen? Tablet? Phone? Virtual/Mixed Reality Display?

#02 Format as Performance

Consider file formats as a performative medium. How do the various containers effect the work itself? What happens when we convert jpegs, pngs, mp3s into another format? Working with a file that you have created, translate that file into another format and consider the conceptual basis of that conversion. What aspects of the original piece do you want to pull into relief, which aspects to you want to modify? How does the act of translation modify/negate/enhance the meaning of the work?

#03 Sound Art

Sound+Art: Using basic recording techniques, produce original sound samples to utilize in a work of art. You can produce high quality field recordings, or mix sound together to create a unique sound scape of 3 to 5 min. in length. How does the viewer encounter the sound?

#04 Collaborative Video Art Production

In groups of 3, produce original time—based media to be used in a video art piece. Each member will then use the same content, but edit the media on their own to produce a unique work. Explore ideas of camera placement, video editing, and processing effects. Find a unique perspective and explore ideas of how we see and the vantage point from which we see affects our interpretation of material.

#05 Net Art

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

#06 What is New Media Art?

Prepare a 10 min presentation with 3-5 examples of artist that you feel represent New Media Art. Provide a link to their artist statements on your slide and contextualize your own work as a artist within those artist's practice. Include videos, images and sounds to support your findings.

#07 Portfolio

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

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.

#09 Final + 1500 Word PDF Artist/Research Statement

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 4-page PDF layout with text, images, & hyperlinks that includes a 500 word artists statement, and a 1000 word research statement that addresses your process, influences, and conceptual/theoretical interests.

Grading Information

Projects 1-6 60%

- Composite 10%
- Format as Performance 10%
- Video Art 10%
- Sound Art 10%
- Net Art 10%
- Code as art 10%

Presentation: What is New Media Art? 10%

Portfolio 10%

Final Project 10%

Artist/Research Statement 10%

TOTAL 100%

Determination of Grades

Each Project will be graded on the following three categories

- The Quality of the Work 70%
- Description & Documentation 15%
- Participation in Class Discussions and Project Review Day 15%

The work 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.

Description & Documentation must be submitted to Canvas & our Collaborative Presentations (if applicable). You will not receive a grade until the following is submitted.

- Portfolio-Ready Documentation
 - Photograph (.jpg 1200 pixels on the long side)
 - Screenshots (.jpg 1200 pixels on the long side)
 - Video (link)
 - Code (submit a compressed folder with your code and media files in addition to a screen shot/video)
- Work list
 - Title
 - Medium
 - Size/Duration
- One paragraph description that includes
 - Process/Tools
 - Inspiration
 - Concept

Participation in Class Discussions and Project Review Day

- Students must be present on discussion and review days to receive credit
- Students who are not ready to present on review days must attend class to receive participation credit

“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>

Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer which can support Adobe software. Students can use the lab computers or download the current edition of Adobe Creative Suite. Mandatory Apps include Photoshop, Illustrator and Premiere. Free download for SJSU students here:

<http://its.sjsu.edu/services/software/adobe>. We will also be using a free/open-source program called Processing which is available for download here: <https://processing.org/>

Canvas

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

Classroom Protocol

Show up on Time. If you need to miss a class, let the TA know ahead of time and tell them what you will do to make up the missed work and when you will turn it in. Everyone is required to find two partners that can help answer questions and fill you in on content if you need to miss a class.

- If you are absent, you are responsible for finding out what you missed from your team (DO NOT EMAIL THE TA ASKING THEM WHAT YOU MISSED)
- The TA will respond to emails regarding makeup work only if they include an email thread showing that your team was unable to answer your questions.

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

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/24	Course Introduction /Overview of Syllabus Lecture: Introduction to New Media Art Lecture: Digital Image Basics. Raster (pixel based) image VS Vector (math based) image
2	8/29	Lecture/Discussion: Composite - Photoshop & Composites Workshop: Mashup/Composite (Due by End of Class) Reading Due: Composite PT1 Tutorial Due: Photoshop
2	8/31	Lecture/Discussion: Composite - Symbolic Visual Language In-Class Assignment: Abstract Self Portrait (Due by End of Class) Reading Due: Composite PT2 Tutorial Due: Illustrator
3.	9/5	Lecture/Discussion: Advanced 2d image Individual Meetings & In-Class studio time Draft Due: 3 Ideas for [RE]Context
3	9/7	Project #01 Composite Due

4	9/12	Lecture/Discussion: Format as Performance Individual Meetings & In-Class studio time Reading Due: Format as Performance Draft Due: 3 Ideas for Format as Performance
4	9/14	Project #02 Format as Performance Due
5	9/19	Lecture/Discussion: Video Art & Non-Linear Editing Tutorial Due: Video PT1
5	9/21	Video Art Viewing Party Guest Lecture: TBD (date may change) Draft Due: Storyboard for Video Art Tutorial Due: Video PT2
6	9/26	Individual Meetings & In-Class studio time Draft Due: Media for Video Art
6	9/28	Project #04 Video Art Due
7	10/3	Lecture/Discussion: Sound Art In-Class Assignment (reverse visual score) Due by End of Class Tutorial Due: Sound Bring in 'Found' Audio & Visual for Score
7	10/5	FIELD TRIP: SF MOMA (Sound Tracks Exhibition) Reading Due: Sound Art
8	10/10	Project #03 Sound Art Due
8	10/12	Guest Lecture: Leily Khatibi Tutorial Due: HTML & CSS
9	10/17	Individual Meetings & In-Class studio time Draft Due: Media for Net/Art & Personal Domain Purchased
9	10/19	Project #05 Net/Art Due
10	10/24	Project #06 Student Presentations: What is New Media Art?
10	10/26	Guest Lecture: TBD (date may change) Lecture/Discussion: Portfolio Basics
11	10/31	Portfolio Presentations (Artist Talk) Project #07 Portfolio Due

11	11/2	ATC Martin Luther King Library, Rm. 255/257
12	11/7	Lecture/Discussion: Code as Art I Examples Workshop: Intro to Processing IDE Reading Due: Code as Art
12	11/9	Lecture/Discussion: Code as Art II Drawing with Code Workshop: Still Life with Code Tutorial Due: Intro Processing (follow text or video) <ul style="list-style-type: none"> • Text: Getting Started With Processing Ch. 1, 2, and 3 • Video: Hello Processing Due: Review Examples and Modify one to produce a new behavior
13	11/14	Lecture/Discussion: Code as Art III Response & Logic In-Class Tutorial: Bouncing Ball OOP Style (Due End of Class) Tutorial Due: Responsive Drawing (follow text or video) <ul style="list-style-type: none"> • Text: Getting Started With Processing Ch. 4 and 5 • Video: Shiffman Learning Processing Ch 3 and 5 DUE: Modify Shiffman's Bouncing Ball 5.5 (why does .9 break it?)
13	11/16	Lecture/Discussion: Code as Art IV Images & Arrays Workshop: Kinect Kludge (mini exhibition last 20 minutes of class) Tutorial Due: Images and Arrays Text: Getting Started With Processing Ch. 6 and 7
14	11/21	Lecture/Discussion: Code as Art IV Processing & 3D Individual Meetings and In-Class Studio Time Draft Due: Concept and Pseudo Code for Code as Art
14	11/23	Thanksgiving Day (No class)
15	11/28	Assignment #08 Code as Art Due
15	11/30	Final Project Proposal Presentations Students will present final project in class
16	12/5	Lab activity - Final projects Students will work in-class on their Final projects
16	12/7	Lab activity - Final projects Students will work in-class on their Final projects

Final Exam		Venue and Time Critique of Final Project
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