San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Section 2, Spring 17

Course and Contact Information

Instructor: James Morgan

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Office Hours: M/W 1345-1445

Class Days/Time: M/W 1500 - 1750

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 in CANVAS.

Course Requirements and Assignments

#01 ~ What is New Media Art?
LO5, LO6, LO7, LO8
Write an essay of approximately1500 words with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as a artist within those 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 meme's 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 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
Feb 1,	What is New Media Art?	10%
Feb 14,	Glitch Art	10%
Feb 22,	Meme Mashup	10%
Mar 1,	Game	10%
Mar 15,	3D	10%
Mar 20,	Net Art	10%
Apr 10,	Portfolio	10%
May 3,	Code as Art	10%
May 24,	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

Rebecca Kohn, Rebecca.Kohn@sjsu.edu Tel: (408) 808-2061 Website: 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 at http://www.sjsu.edu/gup/syllabusinfo/"

Art 74: Introduction to Digital Media Art,

Spring 17, Course Schedule.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan 30	Course Introduction / Overview of Syllabus CANVAS, Criterion, Creative Cloud
1	Feb 1	Intro: What is New Media Art? Introduction to technique, aesthetics, nomenclature and examples **Due: What is New Media Art?**
2	Feb 6	Intro to pixel based image with Adobe Photoshop
2	Feb 8	Intro to vector based image with Adobe Illustrator
3	Feb 13	Moar Adobe Photoshop
3	Feb 15	**Due: Glitch**
4	Feb 20	Intro to Meme Mashup
4	Feb 22	**Due: Meme Mashup**
5	Feb 27	Intro to Game
5	Mar 1	**Due: Game**
6	Mar 6	Intro to 3D
6	Mar 8	Intro to net/art, continue 3D
7	Mar 13	Lab Work on net/art & 3D
7	Mar 15	**Due: 3D**
8	Mar 20	**Due: Net Art**
8	Mar 22	Intro to Portfolio
	Mar 27- 29	Spring Break
10	April 3	Work on assignment Portfolio
10	April 5	Work on assignment Portfolio
11	April 10	In-class presentation and critiques of Portfolio **Due: Portfolio**
11	April 12	Intro to Code as Art
12	April 17	Code as Art I Processing and Code Getting Started With Processing Ch. 1, 2, and 3

Week	Date	Topics, Readings, Assignments, Deadlines
12	April 19	Code as Art II Getting Started With Processing Ch. 4 and 5 Students will work in-class on their coding projects
13	April 24	Code as Art III Getting Started With Processing Ch. 5 and 6 Students will work in-class on their coding projects
13	April 26	ATC
14	May 1	Code as Art IV Students will work in-class on their coding projects
14	May 3	In-class presentation and critiques of Assignment #08 **Due: Code as Art**
15	May 8	Intro to Final project
15	May 10	Lab activity - Final projects Students will work in-class on their Final projects
16	May 15	Lab activity - Final projects Students will work in-class on their Final projects
Final Exam	Wed May 24 @ 1215-1430	In-class presentation and discussion of Final Students will present their Final project in class **Due: Final**