

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

Course and Contact Information

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| Instructor: | Professor Joel Slayton |
| Office Location: | Art 319 |
| Telephone: | 408 924-4568 |
| Email: | joel@well.com |
| Office Hours: | TH 4-6 or by appt. |
| Class Days/Time: | MW 12-2:50 |
| Classroom: | Art 241 |
| Department Office: | ART 116 |
| Department Contact: | Website: www.sjsu.edu/art Email: art@sjsu.edu |
| Teaching Assistant: | Assistant: Rick Paz <griw222@gmail.com> |

Course Description

This course will explore the fundamental concepts and methods of digital media art production.

We shall explore both conceptually and technically what it means to create art in a techno cultural dominated world. . This course is a Visual Arts course and will approach new media from a fine art and theoretical perspective. The class will focus on current methods, trends and conceptual frameworks for artistic production involving contemporary technology. The course emphasizes creative thinking, research, and problem solving.

Students will produce artworks using currently available imaging, composition, web design, and other software. Projects will be presented in a variety of forms as appropriate to project realization.

Learning Outcomes

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

CLO1 Manipulate found and original images to create aesthetic, meaningful, or realistic works for the web or print. CLO2 Quickly and efficiently create web pages and websites with text, graphics and media that accurately convey the authors intent.

CLO3 Identify, compare and articulate contemporary new media strategies from examples, readings and their own work in discussion and writing.

CLO4 Articulate what it means to create works of art in contemporary digital culture, speak and write clearly about their own work in relation to art and culture.

CLO5 Make artworks that clearly communicate ideas and creatively respond to assigned problems and prompts through a process of iterative design techniques.

Required Texts/Readings

Textbook

What is New Media, Lev Manovich

Other technology requirements / equipment / material

You should have your own computer and access to available software suites.

Hazardous Materials (HAZMAT)

All studio classes that use any "hazardous materials" should include one graded assignment that helps students understand HAZMAT regulations and develop consistently safe practices—this might be as simple as a labeling assignment. Note that food containers cannot be used for chemical storage and that common household items (bleach, vinegar, etc.) are deemed hazardous materials and must be stored appropriately. The campus EHS (Environmental Health & Safety) office and the County will schedule inspections with increasing frequency; fines assessed by the County are now high enough to put us out of business, so this is a serious matter. The techs are NOT responsible for cleaning up facilities and classrooms and offices—this is your responsibility. If you need information or help, please let us know. Additional note: clutter is deemed a hazard, and we can be fined for clutter.

Basic training powerpoint: <http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>

Library Liaison

Rebecca Kohn (rebecca.kohn@sjsu.edu)

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

Shop Safety

Shop safety test—please provide shop info to your students if they will use the shop for ANY assignments. Safety tests for Fall 2016 will ONLY be given between xx/xx – xx/xx.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

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| Project 1- | Digital Disillusion (photo) | 20% |
| Project 2 – | Design Fiction (photo + web) | 20% |
| Project 3 – | Surveillance (video) | 20% |
| Project 4 - | Disrupting the Web (web) | 20% |
| Participation in Critiques and Class Discussions | | 20% |

Final Examination or Evaluation

Students are responsible for attending and participating in a final critique and submission of class portfolio containing all projects which serves as the exam.

Grading Information

Evaluation is based on technical, aesthetic and conceptual realization of projects.

Each project considers three criteria equally weighted. 1). concept 2). research 3). implementation .

90-100 A, 80-89 B, 70-79 ,C 60-69 D, 0-59 F

Assignments are to be turned in on time and complete. An assignment will not be considered complete until all elements are fully realized and presented. It is most important to present and participate in critiques as they are mandatory. If a project is not presented on a critique day it may be considered late. Late assignments may receive a 10% off. Projects later than 2 weeks will not be considered.

Classroom Protocol

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 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.

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/ Section 1, SP17, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

| Week | Date | Topics, Readings, Assignments, Deadlines |
|------|------|--|
| 1 | 1.30 | Introduction |
| 1 | 2.1 | Digital Media Art: Lecture |
| 2 | 2.6 | Digital Disillusion: Lecture |
| 2 | 2.8 | Digital Disillusion: Lab - Photo |
| 3 | 2.13 | Digital Media Art: Lecture |

| Week | Date | Topics, Readings, Assignments, Deadlines | |
|-------|------|--|-----------|
| 3 | 2.15 | Digital Disillusion: Lab- Photo | |
| 4 | 2.20 | Digital Disillusion: Critique | |
| 4 | 2.22 | Digital Disillusion: Critique | |
| 5 | 2.27 | Digital Fiction: Lecture | |
| 5 | 3.1 | Design Fiction: Lab -Web | |
| 6 | 3.6 | Digital Media Art: Lecture | |
| 6 | 3.8 | Design Fiction: Lab -Web | |
| 7 | 3.12 | Design Fiction: Critique | |
| 7 | 3.15 | Design Fiction: Critique | |
| 8 | 3.20 | Surveillance: Lecture | |
| 8 | 3.22 | Surveillance: Lab Video/Web | |
| 9 | 3.27 | Spring Break | |
| 9 | 3.29 | Spring Break | |
| 10 | 4.3 | Digital Media Art: Lecture | |
| 10 | 4.5 | Surveillance: Lab – Video/Web | |
| 11 | 4.10 | Surveillance: Critique: Lecture | |
| 11 | 4.12 | Surveillance: Critique | Disruptir |
| 12 | 4.17 | Disrupting the Web: Lecture | |
| 12 | 4.19 | Disrupting the Web: Lab - Web | |
| 13 | 4.24 | Digital Media Art: Lecture | |
| 13 | 4.26 | Digital Media Art: Lecture | |
| 14 | 5.1 | Disrupting the Web: Lab - Web | |
| 14 | 5.3 | Disrupting the Web: Critique | |
| 15 | 5.8 | Disrupting the Web: Critique | |
| 15 | 5.10 | Semester Summary | |
| 16 | 5.15 | Open Lab | |
| Final | | Venue and Time TBA | |

| Week | Date | Topics, Readings, Assignments, Deadlines |
|-------------|-------------|---|
| Exam* | | |