

San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Class Number 23147, Section 03, Spring, 2017

Course and Contact Information

Instructor: Teresa Cunniff
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 Office Hours: Tuesday, Thursday 8:30-9am
 Class Days/Time: Tuesday, Thursday 9am-11:50am
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For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, [408-924-4320](tel:408-924-4320), 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 Use 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

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](http://atc.berkeley.edu/201/readings/New%20Media%20Art%20-%20Introduction%20-%20Mark%20Tribe%20-%20Brown%20University%20Wiki.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.

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 (25%)

Assignment 1, Digital imaging Montage: Create a triptych or series of 3 digital montages in Adobe Photoshop for print. Each of the 3 images will be comprised of parts of the same 20 source images: 10 images from physical sources (your own artwork, photos, scanned objects), 10 images from digital sources (downloaded from the internet), and 1 optional word, which may be repeated.

Assignment 2, Animation: Working with Photoshop tools and functions such as layers, timeline frames, tweening, durations, puppet warp, etc., create a 12 second animation using 1 of the montages in Project 1 Assignment 1.

Assignment 3, Soundscape: Use the free open source audio editor and recording software Audacity or another audio editing/mixing program of your choice 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. You may capture field recordings or mix sounds together to create a unique soundscape that transforms the overall experience of your animation.

Project 2: Online Portfolio (10%)

Using HTML and CSS, make a simple web portfolio, using all course assignments for content.

Project 3: Play, Vector Graphic to Printed Object (20%)

Working in Adobe Illustrator, create a design for CNC (Computer Numerical Control) laser cutting, screen printing, stencil design, or a printing process you propose. The final presentation of this project will be an assembled object made from a vector file that has been printed using an alternative printing process.

New Media Presentation (5%)

Select a New Media Art topic to research. Each presentation should include a definition of the topic, the history and relevance of the topic, 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 about 5 minutes.

Project 4: Nonlinear Narrative and the Net (20%)

Use HTML, CSS, and any software of your choice to create an internet artwork that offers a compelling experience (scope, profundity/humor/engagement/twist, originality, clarity, usability/navigability) and takes advantage of the network in an interesting, provocative way. Project should capitalizing on the distinctive qualities that define the internet: hyperlinks and non-linear narrative.

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. If you are quiet, you will not be penalized. There are other ways to participate.

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

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, typed 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

Rebecca Kohn, Rebecca.Kohn@sjsu.edu Tel: (408) 808-2061 Website: <http://libguides.sjsu.edu/art>

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

Shop Safety Test

Students who use the shop facilities will be required to pay a \$20 fee to take the Shop Safety Test before they can use the facility. The fee must be paid prior to the student taking the Shop Safety Test. Students may pay at the Bursar's Office, located in the Student Services Center, directly into Fund 62089 with cash or check. The test and fee are required only once a calendar year, so if you took the test during the Spring 2015 semester, you will not be required to pay this fee again until Spring 2016. If you paid the fee in Fall 2015, you must pay the fee again for Fall 2016. The shop test is valid for one (1) calendar year.

In order to take the Shop Safety Test and use the School of Art & Design Shop Facilities, you must:

- Bring a receipt for the fee paid at the Bursar's Office into Fund 62089. The Bursar's Office accepts cash or check only.
- Be enrolled in at least one 3-unit Art or Design course during the Fall 2016 semester.

We will watch the Shop Safety Test online at: <http://www.sjsu.edu/at/atn/webcasting/events/shopysafety/>

The test is an open-notes test. I suggest writing EVERYTHING down that you can as you watch the video. When you have finished, answer the questions in the Shop Test review handout you were given on the first day of class. In our next class meeting we will go around the room and each student will give their answer for several questions, and we will discuss the answers.

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. Please do not answer your phone or text message in class.

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.

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 Art, Spring 2017, Course Schedule

Wee k	Date	Topics, Readings, Assignments, Deadlines
1	1.26	Introductions: Art 74, Syllabus, Instructor, Students. The Challenge. Beginning survey. Homework: Wikipedia reading and response. Shop Safety Test study and registration.
2	1.31	PPT: What is New Media Art? Intro to technique, aesthetics, nomenclature and examples. Read and Respond 1 due. Intro to raster imaging with Adobe Photoshop.
2	2.02	PPT: Montage, Remix Culture, Copyright. Intro to Project 1: Triptych Montage, Animated, with Sound. Homework: collect 20 source images, develop concept for montage.
3	2.07	Shop Safety Review and Test. Discuss What Makes a Good Remix? Group Photoshop Exercise.
3	2.09	Due: Project 1 Triptych Montage concepts. Project 1 Triptych workday.
4	2.14	Project 1 Triptych Montage draft due for critique (on screen). Assign Read and Respond 2, New Media Art, by Mark Tribe and Reena Jana.
4	2.16	Project 1 Triptych Montage workday.
5	2.21	Project 1 Triptych Montage prints due for critique. Intro to Assignment 2, Animation.
5	2.23	Project 1 Animation workday.
6	2.28	Project 1 Animation draft due.
6	3.02	Project 1 Animation critique. Lecture: Sound Art. Intro to Assignment 3: Soundscape.
7	3.07	Project 1 Animation with Soundscape due for critique. Intro to HTML
7	3.09	Project 2 HTML portfolio workday.
8	3.14	Project 2 HTML portfolio workday. Read and Respond 2 due. Select New Media Presentation topics.
8	3.16	HTML Portfolio Due. Intro to Adobe Illustrator and Project 3 Play, Vector Graphic to Printed Object. Homework: 3 ideas for Project 3 Play, Vector Graphic to Printed Object.
9	3.21	Adobe Illustrator basics. Create and upload AI files for CNC laser cutter demo.
9	3.23	CNC laser cutter demo.
10	3.28	Spring Break
10	3.30	Spring Break
11	4.04	Pitch Project 3 Play, Vector Graphic to Printed Object ideas. Assign Manovich reading.
11	4.06	Project 3: Play, Vector Graphic to Printed Object workday. New Media Art presentations outline due.
12	4.11	New Media Art Presentations

12	4.13	New Media Art Presentations
13	4.18	Discuss Manovich reading and 5 Principles of New Media. Project 3: Play, Vector Graphic to Printed Object workday.
13	4.20	Intro to Project 4: Nonlinear Narrative and the Net. Assign Read and Response 4.
14	4.25	Project 4: Nonlinear Narrative and the Net workday. Read and Response 4 due.
14	4.27	Project 4 Nonlinear Narrative and the Net Workday. Students present a written statement and visuals of your concept and a diagram (sitemap) of the navigation of your site for critique.
15	5.02	Project 3: Play, Vector Graphic to Printed Object due for critique.
15	5.04	Project 4 Nonlinear Narrative and the Net Workday.
16	5.09	Project 4: Nonlinear Narrative and the Net Draft due for review.
16	5.11	Project 4 Nonlinear Narrative and the Net Workday.
17	5.16	Critique Project 4: Nonlinear Narrative and the Net. End of Semester Survey.
Final Exam online		Tuesday, May 23, 7:15am–9:30am. Students present final websites with links to all projects and exercises in class for online comments.