

**San José State University  
Department of Art & Art History  
Art 74, Introduction to Digital Media  
Section 2, Spring, 2018**

**Course and Contact Information**

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<b>Office Hours:</b>	Mo/We 12 - 1 PM
<b>Class Days/Time:</b>	Mo/We 9:00 AM - 11:50 AM
<b>Classroom:</b>	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 21<sup>st</sup> 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

### Textbook

No textbook required for this course. Readings and assignments related to readings will be announced in class and distributed via Canvas, please check Canvas regularly for updates.

### Other Readings

[http://www.mfj-online.org/journalPages/MFJ34/Manovich\\_Database\\_FrameSet.html](http://www.mfj-online.org/journalPages/MFJ34/Manovich_Database_FrameSet.html)

<https://www.smashingmagazine.com/>

## Course Requirements and Assignments

### #01 ~ What is New Media Art?

Write a approximately 1000 word essay with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist in relation those artists. Explain the reason you chose that art work and how it will influence on your art work during the semester

Post your essay to the class blog. You are encouraged to link to videos, images and sounds to support your findings.

<http://bit.ly/2f9ADgz>

### #02 ~ Glitch Art

Beauty in Errors: Using a mixture of raster and vector based images create an original art form. By deconstructing and manipulating this form of art, make new aesthetics that convey a conceptual idea.

### #03 ~ Mashup Art

Mashup: Internet memes drive culture today. Create a work of art using multiple current memes and combine them together to create a unique statement.

### #04 ~ Video Art and Sound Art

Video: Explore ideas of camera placement, video editing, and adding visual effects. Create a 2 to 5 min video art. You will shoot your video during the class time, somewhere on the campus. You can use both professional camera and cellphone to record your footages. The video should be narrative.

Sound: Using basic recording techniques, go out into the world and find interesting sounds and record them. You can produce high quality field recordings, or mix sound together to create a unique sound scape of 2 to 5 min. in length.

### #05 ~ Net Art

Net/Art: Using <http://threejsplaygnd.brangerbriz.net/>, create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way.

### #06 ~ Portfolio

Building on the skills that you developed by HTML and CSS, develop a portfolio of some works as a webpage including an about page. Your portfolio should look professional and be hosted on your Github server.

### **#07 ~ Self Portrait**

Drawing with code: using the free resource Processing software to draw a creative form such as a self-portrait, an other worldly creature, imaginative structure, etc.

### **#08 ~ Code as art**

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 Processing programming language. You will show your source code and its execution in class, and post the completed code on the class blog.

### **#Final Individual project**

Create a full web portfolio of the ideas and techniques you learned in Art 74. Final project will be presented in-class in physical and/or virtual form. Include a 1-page artist statement describing the conceptual basis and technical process of your art practice. Post the link of the website to the class blog.

### **Grading Information**

#### **Determination of Grades**

The grading of each project will be based on:

- researching for influence inspirational art 15%
- the conceptual drive of the project 25%
- the visual appeal and the aesthetics of the final presentation 30%
- technical aspects and functionality 30%

#### **Due Date Assignment % pts**

What is New Media Art? 5%

Glitch Art 5%

Mashup Art 5%

Video and Sound Art 15%

Net Art 10%

Portfolio 10%

Self Portrait 5%

Code as art %10

Final Project 20%

Participation and small assignments 15%

TOTAL 100%

### **Grading Policy/ Rubric**

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.

### **Canvas**

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

**Assignments must be submitted on Canvas.**

**“This course must be passed with a C- or better as a CSU graduation requirement.”**

### **Library Liaison**

Aliza Elkin, [aliza.elkin@sjsu.edu](mailto:aliza.elkin@sjsu.edu), (408) 808-2043

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

### **Technology Intensive Course**

Students need access to a laptop computer which can support Adobe software for this course. They can also use the lab's computers. Students should download the current edition of Adobe Creative Suite including Photoshop, Illustrator and Premiere (free to all SJSU students). You can download it at <http://its.sjsu.edu/services/software/adobe>.

### **Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on 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/> (or other communication system as indicated by the instructor) to learn of any updates.

**Classroom Protocol**

**Participation**

Students are responsible for coming to the lab **ON TIME** and actively taking part in critiques. Students are also encouraged to share additional thoughts and useful links with the class. Since we will be having guest artists lecturing some sessions, class attendance is important. **15%** of the final grade will be based on the overall class participation. If students cannot make any session of the class, they are obligated to Email the teacher before the session.

**Late work**

Late work is not accepted past one week after assignment is due. Students grades will be lowered by 50% for any late submission. In the case of an emergency situation the late assignment submission could be extended up to two weeks with the approval of the teacher. Be Respectful

During Lectures and group discussions, students **MUST NOT** use their phone (including text), take naps, or talk to others outside the class context.

**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, Spring 2018, Course Schedule.**

**Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	W 1/24	<b>Course Introduction /Overview of Syllabus</b> Introductions (Instructor-Students), Blog/Vimeo Registration
1	M 1/29	<b>What is New Media Art?</b> Introduction to technique, aesthetics and conceptual thinking <b>Assignment #01 Due</b>
2	W 1/31	<b>Intro to pixel based image with Photoshop</b> Topics related to image formats, resolution, software interface and main tools
2	M 2/5	<b>Intro to vector based image with illustrator</b> Topics related to formats, software interface and main tools
3	W 2/7	<b>Advanced Tutorial in Photoshop and illustrator</b>
3	M 2/12	<b>In-class presentation and critiques of Assignment #02</b> <b>Assignment #02 (Glitch) Due</b> Lecture on similar artworks created by professional artists
4	W 2/14	<b>Lecture on the art and culture</b>

		Students should submit a link of an artwork made related to the topic of art and culture and talk about it for up to 5 minutes
4	M 2/19	<b>In-class presentation and critiques of Assignment #03</b> <b>Assignment #03 (Mashup) Due</b>
5	W 2/21	<b>Intro to video Topics related to video</b> formats, aesthetics of composition, aspect ratio
5	M 2/26	<b>Lab Activity</b> Shooting day
6	W 2/28	<b>Intro to video editing with Premiere</b> Topics related to project formats, software interface and main tools
6	M 3/5	<b>Timeline audio editing and mixing with Premiere</b>
7	W 3/7	<b>In-class presentation and critiques of</b> <b>Assignment #4 (Video and Sound) Due</b>
7	M 3/12	<b>Intro to <a href="http://threejsplaygnd.brangerbriz.net/">http://threejsplaygnd.brangerbriz.net/</a></b>
8	W 3/14	<b>In-class presentation and critiques of Assignment #05</b> <b>Assignment #05 (Net Art) Due</b>
8	M 3/19	<b>Intro to web design with HTML and CSS #1</b> Focusing on the basic structure of web development by HTML
9	W 3/21	<b>Intro to web design with HTML and CSS #2</b> In class tutorials on the basic aspects of web design by CSS
9	M 3/26	<b>Spring Break (No class)</b>
10	W 3/28	<b>Spring Break (No class)</b>
10	M 4/2	<b>Lab activity</b> In class sketching of the wire frame, developing content and working on the graphic design aspects of the web-portfolio
11	W 4/4	<b>Lab activity</b> Finalizing and debugging (Leily Khatibi will help with debugging the HTML and CSS codes)
11	M 4/9	<b>In-class presentation and critiques of Assignment #06</b> <b>Assignment #06 Portfolio Due</b>
12	W 4/11	<b>ATC</b> <b>Martin Luther King Library, Rm. 255/257</b>
12	M 4/16	<b>Writing Interactivity - Code as Art I</b> Processing and Code Getting Started with Processing Ch. 1, 2
13	W 4/18	<b>Writing Interactivity - Code as Art II</b> Getting Started with Processing Ch. 3 and 4
13	M 4/23	<b>In-class presentation and critiques of Assignment #07</b> <b>Assignment #07(Self Portrait) Due</b>

14	W 4/25	<b>Writing Interactivity - Code as Art III</b> Getting Started with Processing Ch. 4 and 5
14	M 4/30	<b>Lab activity</b> Finalizing and debugging
15	W 5/2	<b>Lab activity - Final projects</b>
15	M 5/7	<b>In-class presentation and critiques of Assignment #08</b> <i>Assignment #08 (Code as art) Due</i>
16	W 5/9	<b>Field Trip</b>
Final Exam	5/14	<b>In-class presentation and discussion of Final Project</b> Students will present their final websites in class <i>Assignment #10 Due</i>