San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media, Section 03, Spring 2018

Course and Contact Information

Instructor: Teresa Cunniff

Office Location: Art 325

Email: teresa.cunniff@sjsu.edu

Office Hours: Friday 9:00am – 10 am

Class Days/Time: Friday 10:00am - 4:00pm

Classroom: Art 237

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, 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:

CLO 1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print

CLO 2 Use HTML 5/CSS

CLO 3 Use free, open-source, and demo software to expand software literacy

CLO 4 Understand the role of copyright, remix culture and the social graph

CLO 5 Practice critical thinking skills to address digital art and network cultures

CLO 6 Practice writing skills to articulate the meaning and importance of digital art and networked cultures

CLO 7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century

CLO 8 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

Other Readings: Additional reading will be made available on Canvas.

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.

#01 What is New Media Art?
LO5, LO6, LO7, LO8
Write an essay of approximately 1500 words with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist. Score your essay on Criterion and Turnitin. Post your essay to CANVAS. Link to videos, images, sounds and other media to support your findings.

#02 Digital Collage
LO1, LO3, LO4, LO5, LO7, LO8
Create a new image from 3 or more image sources (photos, scanned objects, images downloaded from the internet), the combination of which offer a unique statement.

#03 Glitch Art
LO1, LO3, LO4, LO5, LO7, LO8
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.

#04 Video Art
LO3, LO4, LO5, LO7, LO8
In groups of 3, produce original time-based media to be used in a video artwork. Each member uses the same content, but edits the media on their own to produce a unique work. Explore ideas of camera placement, video editing, and processing effects. Find a unique perspective. Explore ideas of how the way we see and the vantage point from which we see affect our interpretation of material.

#05 Sound Art
LO3, LO4, LO5, LO7, LO8
Using basic recording techniques, produce original sound samples. You can produce high quality field recordings or mix sound together to create a unique sound scape of 3 to 5 min. in length. The composition doesn't have to be "musical" and the original sounds don't have to be recognizable.

#06 Online Portfolio
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Using HTML and CSS, make a simple web portfolio, using all course assignments for content. Your portfolio should have a unified look and be hosted on GitHub.

#07 Net Art
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Use HTML and CSS to create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way. Project should capitalize on the distinctive qualities that define the internet: hyperlinks and

non-linear narrative.

#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. Show source code and its execution in class, and post completed code online.

#09 Final Project + 1500 Word PDF Artist/Research Statement
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 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
What is New Media Art? 10%

Remix Montage 10%

Glitch Art 10%

Video Art 10%

Sound Art 10%

Net Art 10%

Code as Art 10%

Portfolio 10%

Final Project 10%

Artist/Research Statement 10%

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.

Each assignment 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%

Description & Documentation must be submitted on Canvas. 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

Aliza Elkin
email: aliza.elkin@sjsu.edu
phone: (408) 808-2043
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices
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 Cloud. 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/

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. 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.

Course Materials

Course materials such as syllabus, tutorials, assignment instructions, etc. can be found on the [Canvas Learning Management System course login website](http://sjsu.instructure.com) 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

Classroom Protocol

This is a hands-on course. Students work on projects in the classroom. Showing up on time and being present at lectures, demonstrations, critiques, and field trips is imperative. 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.

No work used or created for another or outside of class (done without the instructor's 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 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. Do not answer your phone or text message in class. Texting during a slide lecture or a technical demonstration or at any time in this class is absolutely unacceptable.

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.

Emergency Phone Numbers:

Emergency: dial 911 (FROM A SCHOOL PHONE, NOT A CELLPHONE!)

Escort Service: dial 42222

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/"

22412 / Art 74, Introduction to Digital Media Art, Spring 2018, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	1.26	Course Introduction /Overview of Syllabus. Canvas, Criterion, Creative Cloud. Beginning survey. Lecture: What Is New Media Art? Introduction to techniques, aesthetics, nomenclature and examples Lecture: Digital Image Basics. Raster (pixel based) image vs Vector (math based) image
2	2.02	Lecture/Discussion: Photoshop & Compositing, Remix Culture, Copyright Intro to Assignment 1: Digital Collage **Tutorial Due: Photoshop**
2	2.02	Lecture/Discussion: Visual Language, Narrative **Tutorial Due: Illustrator**
3	2.09	Lecture/Discussion: Advanced image manipulation **Due: Assignment 1, What is New Media Art pdf**
3	2.09	**Due: Assignment 2, Digital Collage** Intro to Assignment 3, Glitch
4	2.16	**Due: Assignment 3, Glitch Art**
4	2.16	Intro to Assignment 4 Video Art
5	2.23	Video workday **Tutorial Due: Video PT1**
5	2.23	Video editing workday
6	3.02	**Due: Assignment 4, Video Art**
6	3.02	Intro to Assignment 5: Sound Art **Tutorial Due: Sound**
7	3.09	**Due: Assignment 5, Sound Art**
7	3.09	Intro to HTML, CSS
8	3.16	Intro to Online Portfolio **Tutorial Due: HTML & CSS 1**
8	3.16	HTML, CSS workday
9	3.23	HTML, CSS workday **Tutorial Due: HTML & CSS 2**
9	3.23	**Due: Assignment 6, Online Portfolio** Intro Net Art Assignment
10	3.30	SPRING BREAK No class
10	3.30	SPRING BREAK No class
11	4.06	**Due: Proposal for Net Art**
11	4.06	Net Art Workday
12	4.13	**Due: Assignment 7, Net Art** Intro to Processing and Code Getting Started with Processing Ch. 1, 2, and 3
12	4.13	In class assignment: Self-portrait in Processing Getting Started with Processing Ch. 4 and 5

13	4.20	**Due: Self-portrait in Processing**
13	4.20	Intro to Code as Art Getting Started with Processing Ch. 5 and 6
14	4.27	**Due: Assignment 8, Code as Art**
14	4.27	Intro to Final Project
15	5.04	**Due: Final Project Proposal Presentations.** Students will present final project in class
15	5.04	Final project workday
16	5.11	**Due: Final project draft**
16	5.11	Final project workday
Final Exam		Thursday, May 17, 7:15-9:30am. **Critique of Final Project.** Students present final websites with links to all projects.