SJSU | DEPARTMENT OF
ART AND ART HISTORY

San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media Art, Section 4, Spring, 2018

Course and Contact Information

Instructor:	Carrie Hott
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Office Hours:	Wednesdays 4:30-6:00 pm, and by appointment
Class Days/Time:	Mondays and Wednesdays, 6:00-8:50 PM
Classroom:	Art 241
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Course Description
This course will explore 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 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 Introduction to 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 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
Assigned readings will be made available online on Canvas in PDF format. Reading is crucial to success in this course and developing an understanding of course content.

Course Format
Technology Intensive, Hybrid, and Online Course
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 Suite. Mandatory Apps include Photoshop, Illustrator, and Premiere. Free download for SJSU students here:http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html. We will also be using free/open-source programs: one called Processing which is available for download here: https://processing.org/; and one called Audacity which is available for download here: https://www.audacityteam.org/. This course requires access to Lynda.com. Access to Lynda is free through the SJSU library portal here: https://www.lynda.com/portal/patron?org=sjlibrary.org. Additional free programs and tutorials will be circulated over the course of the class. In addition to a computer, it is advised to use headphones when completing research and work that has sound.

Canvas
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the Canvas Leaning Management System course login website at http://sjsu.instructure.com. You are responsible for regularly checking Canvas and your email for updates.

Library Liaison
Aliza Elkin
email: aliza.elkin@sjsu.edu
phone: (408) 808-2043
Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Course Requirements and Assignments

- This course consists of smaller assignments and exercises along with 9 main projects. See descriptions below.
- In addition to our assignments and projects, there will be assigned readings posted in Canvas. Students are required to post 1-2 paragraph responses to these readings in Canvas.
- A note about homework: It is expected that students spend a minimum of 45 hours for each unit of credit (3 unit hours per week), preparing for class, participating in course activities, completing assignment, 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?

Write an essay of approximately 1000 words with at least 3 examples of artists that you feel represent New Media Art and can or have influenced your own work as an artist. Explain why you chose these artists and artworks and how you'd like to incorporate their influence this semester. You are encouraged to link to videos, images and sounds to support your findings.

Reference Reading (PDF will be available on Canvas)
http://atc.berkeley.edu/201/readings/New%20Media%20Art%20-%20Introduction%20-%20Mark%20Tribe%20-%20Brown%20University%20Wiki.pdf

#02 ~ Glitch Art

Beauty in Errors: Working with file formats as a medium how can we begin to break apart jpegs, pngs, 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 ~ Composite Art

Using three images that are from both existing and found (downloaded from the internet) sources, create a digital composite in Photoshop. When making your source selections, think not only about what you are choosing, but where it comes from, and how that affects the meaning of the image. How does your adaptation and reuse of found material enhance or erase it's meaning? How does the placement of sources in the canvas affect their meaning? Think about the function of your image- Will it be printed large or small? Shown static on a screen? Projected? As a screensaver? Become the basis for a virtual reality experience?

#04 ~ Video Art

Explore camera placement, video editing, and adding visual effects. Create a 2-5 minute narrative video art. During class, on campus, shoot video footage using either a professional camera or your phone. Is your story fact or fiction? What kind of story do you want to tell and how will angles, speed,

and sequencing tell your story in a way that written language and speech cannot?

#05 ~ Sound Art
Sound+Art: Using Audacity, create an audio composite that combines both field and found recordings. 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 3 to 5 min. in length. Your file can be thought of as a soundtrack or a soundscape, and can be melodic or abstract.

#06 ~ Net Art
Use HTML and CSS to create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way. Incorporate hyperlinks and think about how you can create a non-linear narrative.

#07 ~ Portfolio
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
Drawing with Code: Working from the idea that code is *a language that does what it says*, write a piece of working code using using the free resource Processing software to draw a creative form such as a self portrait, imaginative structure, etc.

Final
#09 ~ Individual projects + 3 page PDF paper
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 PDF paper including a 1-page artist statement plus a 2 page research statement that addresses your technical process, influences, and conceptual/theoretical process, development, and interests.

Grading Information

• What is New Media Art? 5%
• Glitch Art 5%
• Composite Art 5%
• Video Art 10%
• Sound Art 10%
• Net Art 10%
• Portfolio 10%
• Code as art %10

- Interactive Art + 3 page paper 20%
- Participation 15%
  TOTAL 100%

Description & Documentation of Work
In order to be graded, description and documentation of your work must be submitted to Canvas. You will not receive a grade until your work is submitted:
- **Portfolio Ready Documentation**
  - Photograph (.jpg 1200 pixels on longest side)
  - Screenshots (.jpg 1200 pixels on longest side)
  - Video (link to vimeo page)
  - Code (compress a folder containing your code and media files in addition to a screenshot/video)
- **Work Information**
  - Title
  - Medium
  - Size/Duration
- **One paragraph description that includes:**
  - Process/Tools
  - Inspiration
  - Concept

Determination of Grades
Project grading will be based on:
- Visual appeal and aesthetics of final presentation 30%
- Technical success and functionality 30%
- Conceptual drive and development of process 25%
- Research for influence and/or historic precedent 15%

Participation
Participation consists of showing up to class on time, completing reading and response assignments, being active in class discussions and lectures, paying attention and speaking up in class critiques, and engaging and supporting your classmates in their projects and ideas. Asking questions, contributing your thoughts, and being a positive part of the class community is essential to the success of this course.

Grading Policy/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 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."

Classroom Protocol & Structure
Show up to class, and show up on time. Students are expected to be present and conduct themselves professionally. Attendance and participation are crucial to your success in this course. If you need to miss a class ahead of time, please let me know as soon as possible- in person and via email- as well as what you plan to do to make up the missed work and when you will turn it in. Please find one class partner who will be your support system (and vice versa) for the class and can fill you in if you need to miss class and/or troubleshoot with you when you are stuck.

This is a hands on course, and an openness and willingness to learn is key. It's not a software training course, but you will be given introductions to several applications and techniques. Learning these programs can be challenging so it is important to have a flexible attitude towards learning as you go and trying new things to achieve your goals. It can often be a non-linear, multi-platform, exploratory and both individual and shared experience to make digital media art, or any kind of art. Use your patience, curiosity, intellectual interests, honest experience, and what engages you most to guide you.

Respectful Behavior
Respect is an essential part of the class community. During lectures, group discussions, critiques, and during lab time, students must not use their phones (for non-class use), take naps, or talk to others outside of class context. Answering your phone, texting, and web browsing during lectures, critiques, discussions, or demos is unacceptable. You are welcome to use your electronic devices for class purposes. Students who cannot honor these requirements will be asked to leave.

Communication
Communication is an important part of this class. Be honest and clear about your work, about where you are in your work, about challenges you are experiencing. Please bring up issues before they become larger. I am available outside of class at office hours or by appointment.

Field Trips & Guest Speakers
We may be going offsite as a class at least once, and attending this field trip is a part of your participation grade. In addition, we may have guest speakers. Showing attention and respect is also a part of your grade.

Computer Use
A computer is mandatory to make work for this class. If you do not have a computer or the software outlined earlier in this syllabus, you have access to the CADRE computer labs and the University computers to complete your work.

Email
Email is the best way to contact the instructor. Please include Art 74 in the subject line. And please make sure the University has your correct email address as class updates will be emailed regularly.

Laboratory Access
Building Access Cards will be available for weekend and night access. All lab policies must be observed at all times. Access times are posted on lab doors.
Emergency Phone: 911; Escort Service: 42222
Americans with Disabilities Act
Individuals with disabilities may contact the Disability Resource Center on campus 924-6000.

University Policies
Academic integrity
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy F15-7 requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. Visit the Student Conduct and Ethical Development website for more information.

Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

Student Technology Resources
Computer labs and other resources for student use are available in:
Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall
Academic Technology Computer Center at http://www.sjsu.edu/at/hd/ on the 1st floor of Clark Hall
Associated Students Computer Services Center at http://as.sjsu.edu/ascsc/ on the 2nd floor of the Student Union
Student Computing Services at
http://library.sjsu.edu/student-computing-services/student-computing-services-center
Computers at the Martin Luther King Library for public at large at
http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library
Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

Art 74 / Introduction to Digital Media Art, Spring 2018,

Course Schedule

Note: *This schedule is subject to change. You will be notified of any changes in a timely manner. Check Canvas regularly for updates.*

*There shall be an appropriate final examination or evaluation at the scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course.

Week	Date	Topics, Readings, Assignments, Deadlines
1	Wed 1/24	**Course Introduction and Syllabus Overview** Software introduction, digital media basics, and tool review Blog & Vimeo registration **Assigned Reading & Project 01**
2	Mon 1/29	**Lecture: What is New Media Art?** Introduction and overview of techniques, aesthetics, nomenclature, and conceptual thinking **Due: Project 01 New Media Paper**
2	Wed 1/31	**Intro to pixel based image with Photoshop** **Intro to Project 02 Glitch Art** Topics related to image formats, resolution, software interface and main tools
3	Mon 2/5	**Intro to vector based image with Illustrator** Topics related to formats, software interface and main tools
3	Wed 2/7	**In class presentations and critiques of Project 02** **Due: Project 02 Glitch Art**
4	Mon 2/12	**Lecture: Composites in New Media Art** Intro to Project 03 Composite Art Advanced tutorial in Photoshop and Illustrator

4	Wed 2/14	**In class presentations and critique of Project 03** **Due: Project 03 Composite Art**
5	Mon 2/19	**Lecture/Discussion: Video Art and Non-linear storytelling** Intro to Project 04 Video Art
5	Wed 2/21	**In class Lab: Shooting Video** Collecting and organizing footage
6	Mon 2/26	**Intro to editing with Premiere** Topics related to project formats, software interface, and main tools **Due: Storyboard for Project 04 Video Art**
6	Wed 2/28	**In class presentations and critique of Project 04** **Due: Project 04 Video Art**
7	Mon 3/5	**Lecture/Discussion: Sound Art** Intro to Project 05 Sound Art Intro to Audacity
7	Wed 3/7	**In class Lab: Collecting Sound** Importing Audio into Premiere
8	Mon 3/12	**In class presentations and critique of Project 05** **Due: Project 05 Sound Art**
8	Wed 3/14	**Intro to Project 06 Net Art** **Intro to web design with HTML & CSS 1** Intro to the basic structure of web development by HTML
9	Mon 3/19	**Intro to web design with HTML & CSS 1** Intro to the basic structure of web development by CSS
9	Wed 3/21	**San Jose Museum of Art Field Trip -OR- Guest Artist** **Assigned Reading & Response: The Propeller Group** **Assigned online research and tutorials: HTML and artist portfolios**
10	Mon 3/26	**SPRING BREAK- NO CLASS**
10	Wed 3/30	**SPRING BREAK- NO CLASS**
11	Mon 4/2	**Review: HTML & CSS** In class work time and individual meetings

		Due: The Propeller Group Assignment
11	Wed 4/4	**In class presentations and critique of Project 06** Due: Project 06 Net Art
12	Mon 4/9	**Lecture/Discussion: Online Artist Portfolios** Intro to Project 07 Online Portfolio Workshop: Hosting
12	Wed 4/11	**In class Lab: Online Artist Portfolios** Sketching, organizing content, and developing design of portfolios
13	Mon 4/16	**Writing Interactivity - Code as Art I** Intro: Processing and Code Getting started with Processing Ch. 1, 2, and 3
13	Wed 4/18	**Writing Interactivity - Code as Art II** Getting started with Processing Ch. 4 and 5
14	Mon 4/23	**Writing Interactivity - Code as Art III** Getting started with Processing Ch. 5 and 6
14	Wed 4/25	**Writing Interactivity - Code as Art IV** In class work time and individual meetings
15	Mon 4/30	**In class presentations and critique of Project 08**
15	Wed 5/2	**Project 09 Final Project Proposal Presentations** Each student will present on their idea of for the final project - approximately 5 min each.
16	Mon 5/7	**Final Project lab time** Work time and individual meetings Due: Draft of Final Project
16	Wed 5/9	**Final Project lab time** Work time and individual meetings
Final Exam*	Mon 5/14	**LAST DAY- CRITIQUE OF FINAL PROJECTS** **Students present final projects, papers, and web portfolios**