Department of Art & Art History Course Art 74, Section 2, Spring 2016

Instructor: Professor Joel Slayton

Office: Art 329

Office Hours: T 3-5 or by Appointment

Class Day/Time: T TR 12:00 2:50

Email: joel@well.com

408-924-4568

Assistant: Ian Web-Harding - crystalpowerchild@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. We will explore pure digital spaces and experience the social and physical overlap of media technology and contemporary culture. This course is a Visual Arts 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 Goals and Learning Objectives

Upon 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**
New Media Art, by Mark Tribe and Reena Jana, Published by Taschen, 2006 ISBN: 3-8228-3041-0, $9.99.

**Other Readings**
Language of New Media: Lev Manovich

**Other equipment / material requirements**
You should have your own computer and access to available software suites.

**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 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

**Project 1** - Digital Disillusion (photo) 20%

**Project 2** – Technology Dissection (photo + web) 20%

**Project 3** – Surveillance Culture (video) 20%

**Project 4** - Disrupting the Web (web) 20%

**Participation in Critiques and Class Discussions** 20%

**Student Responsibilities**
Students are responsible for all information presented in lectures, presentations, demos, and through assigned readings and web related research.

Students must complete all course assignments on time.

Students will present and participate in class critiques.

Students are responsible for finding time to come in to the lab to complete assignments or use their own computer.
Attendance

NOTE that University policy F69-24, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

Grading Policy

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

Late Assignments

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. Assignments that are turned in on time may be redone for evaluation until the last week of class. It is most important to present your work at critique. Note that critique days 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 that 2 weeks will not be considered.

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.
**Schedule**

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**University Policies:**

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html). Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at [http://www.sjsu.edu/provost/services/academic_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The Late Drop Policy is available at [http://www.sjsu.edu/aars/policies/late_drops/policy/](http://www.sjsu.edu/aars/policies/late_drops/policy/). Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at
Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course:

• “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

• “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf 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. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

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 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent.
It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.