

**San José State University**  
**Department of Art & Art History**  
**ART 74 – Introduction to Digital Media Art**  
**Section 1, Fall 2019**

**Course and Contact Information**

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Office Hours:	Wednesdays 5:00-6:00 PM Use link below to book your appointment: <a href="https://calendly.com/art74_fall19">calendly.com/art74_fall19</a>
Class Days/Time:	Mondays and Wednesdays 6:00-8:50 PM
Classroom:	ART 110
Department Office:	ART 116

**Course Description**

Introduction to fundamental concepts of digital media art production. We shall explore both conceptually and technically. Design principles are explored through creative projects that include digital art, web presentation, 3D design and animation. This course is a visual art course and will approach media from a fine art and theoretical perspective. Students practice fundamental software skills using Adobe Photoshop, Illustrator, HTML/CSS, WebGL, and Processing. 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** Create modern websites using industry-standard web technologies HTML 5 and 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 the digital public 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.

## **Reading and Technology Requirements**

### **Textbook**

No specific textbook required for this course. Supplementary reading materials will be available through the Canvas course website.

### **Technology Requirements / equipment / material**

This course requires access to computers that support Adobe software. Students can access lab computers or download the current edition of Adobe Creative Suite at <http://its.sjsu.edu/services/software/adobe>. Mandatory Apps include Photoshop, Illustrator, and After Effects (free to SJSU students).

We will also be using these free/open-source programs:

1. GitHub <https://github.com/>
2. Sublime <https://www.sublimetext.com/>
3. Processing <https://processing.org/download/>
4. P5 <https://p5js.org/download/>

### **Library Liaison**

**Gareth Scott:** <https://libguides.sjsu.edu/Art>

**Email:** [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

King Library 4th Floor

Phone: (408) 808-2094

### **Course Requirements and Assignments**

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.

### **Canvas**

Course materials will be available through Canvas Learning Management system. To access the login website please visit <http://sjsu.instructure.com>.

## Assignments

### #01 ~ Essay about your practice 10%

Write an essay about how your practice fits in New Media Art. Include 2 examples of artists that have inspired your work. Your essay should be about 1000 words.

### #02 ~ Glitch Art 10%

Work with file formats as a medium to trigger an image created with Illustrator and an overlay image created with Photoshop to produce a glitch. You will use Audacity to deconstruct and manipulate the file to express a new perspective.

### #03 ~ AR Graphics 10%

Create an augmented reality project using After Effect to promote your idea for an application. You will be using footage and at least three different graphics as an overlay over the footage. Create a new aesthetics that convey your conceptual ideas.

### #04 ~ Net Art Narrative 10%

Use Olia Lialina's hyperlink narrative *My Boyfriend Came Back from the War* as a departure for your remixed net art version. You will use markup language to structure your story on a website. Students are required to present their work to get full credit.

### #05 ~ 3D Mashup 10%

For this assignment, you will be using 3D objects to create a unique art piece. Your mashup may be an exciting re-interpretation of a classic form or even a chaotic mess made of organic and/or geometric designs. You are also required to visualize the purpose and "story" behind the objects that you choose to model.

### #06 ~ Code as Art – Processing and P5 10%

Processing is a powerful free digital media tool that can be used to create images, animations, and manipulate audio. In this assignment, we will use different functions in Processing to create a design.

### #07 ~ ePortfolio 10%

Use your skills in HTML/CSS to build a portfolio that reflects your best abilities as an artist. Organize your work chronologically, the body of your work should stand alone. Include all projects created in this class in your portfolio

### #08 ~ Final Project – Includes Art piece and Artist Statement 20%

Use any of the tools learned in class to further develop a unique art piece or to improve one of your previous artworks. The final project must include an artist statement (500 words) and a 10-minute presentation about your art piece.

**Reading Assignments:** Submit your reading responses on Canvas.

## Grading Information

### Assignment Overview

8 Assignments	90%
5 Reading Assignments	10%

The final grade will be determined by the sum of all assignments.

Extra credit may be offered or requested.

Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.

### Grading Criteria:

#### A: Excellent

Student fully commits to their project, both conceptually and technically. The final work exceeds expectation. The student participates actively in the classroom.

**B: Above Average**

Student shows an understanding of the expected criteria for the assignment. The quality of projects is good but not stellar. The Student participates actively in the classroom.

**C: Average**

The student demonstrates a limited understanding of the conceptual framework of the assignment, and/or technical execution is underdeveloped with issues that could have been addressed in class or during office hours. The work would improve if more time and/or attention was dedicated to the project.

**D: Below Average**

Student does not complete the work as assigned. There is a general failure to follow the intent and nuance of the assignment. The project can only be described as something that needs a great deal of work before it is considered something that is complete and meeting the requirements.

**Description and Documentation**

Must be submitted to Canvas. You will not receive a grade until the following is submitted:

Portfolio-Ready Documentation

- Photograph (.jpg 1200 pixels on the long side)
- Stills/Storyboard (.jpg 1200 pixels on the long side)
- Video (link)

Work list

- Title
- Medium
- Size/Duration

One paragraph description that includes

- Process/Tools
- Inspiration (existing work)
- Concept

**Numeric Grade Equivalent**

93% and above	A
92% - 90%	A-
89% - 88%	B+
87% - 83%	B
82% - 80%	B-
79% - 78%	C+
77% - 73%	C
72% - 70%	C-
69% - 68%	D+
67% - 63%	D
62% - 60%	D-
Below 60%	F

**Course Policies**

**Classroom Etiquette**

The classroom should be considered a learning environment and must be kept from disruption. Students are expected to be on time with the cell phone turned off and put away. Texting devices are required to be silenced

during class. Music devices are allowed with the permission of the instructor only. Students will be asked to leave the classroom otherwise.

**University Policies**

All the information relevant to university policies can be found at <http://www.sjsu.edu/gup/syllabusinfo/>

## ART 74, Section 1/Intro to Digital Media, Fall 2019, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	W 8/21	Course Introduction and Syllabus Overview Canvas, Creative Cloud, GitHub set up/registration
2	M 8/26	<b>Lecture:</b> What is New Media Art? <b>Reading response #1 Due:</b> – New Media in Art by Michael Rush or New Media Art by Mark Tribe.
2	W 8/28	<b>Lecture:</b> Introduction to pixel-based image with <b>Photoshop</b> <b>Lab:</b> In class tutorials <b>Due:</b> Assignment #1 – Essay
3	M 9/2	Labor Day – Campus Closed
3	W 9/4	<b>Lecture:</b> Introduction to <b>Audacity</b> <b>Due:</b> Reading Response #2: A Brief History of Motion Graphics by Jon Krasner Guest Artist
4	M 9/9	<b>Lecture:</b> Introduction to vector-based image with <b>Illustrator</b> <b>Lab:</b> In class tutorials
4	W 9/11	<b>Lab:</b> Progress on Glitch Art
5	M 9/16	<b>Lecture:</b> Introduction to <b>After Effect #1</b> <b>Lab:</b> In class tutorials <b>Due:</b> Assignment #2 – Glitch Art Critical Review of Assignment #2
5	W 9/18	<b>Lecture:</b> Introduction to <b>After Effect #2</b> <b>Lab:</b> Progress on AR Graphics
6	M 9/23	<b>Lecture:</b> Introduction to <b>HTML/CSS #1</b> <b>Due:</b> Assignment #3 – AR Graphics Critical Review of Assignment #3
6	W 9/25	<b>Lecture:</b> Introduction to <b>HTML/CSS #2</b> <b>Lab:</b> Create Groups to Start Working on Assignment #4: Net Art Narrative
7	M 9/30	<b>Lecture:</b> Introduction to <b>HTML/CSS #3</b> <b>Lab:</b> Work on Assignment #4: Net Art Narrative
7	W 10/2	<b>Due:</b> Reading Response #3: Web Work, A History of Internet Art.pdf – Rachel Greene <b>Lab:</b> Finalizing and Debugging
8	M 10/7	<b>Lecture:</b> Introduction to <b>3D Art</b> <b>Due:</b> Assignment #4 – Net Art Narrative Critical Review of Assignment #4
8	W 10/9	<b>Lecture:</b> Introduction to <b>3D sculpting with Maya</b> <b>Lab:</b> 3D sculpting with Maya
9	M 10/14	<b>Lecture:</b> Intro to <b>Three.js</b> library and <b>A-Frame</b>
9	W 10/16	<b>Lab:</b> 3D Mashup
10	M 10/21	<b>Lab:</b> Start 3D Mashup

		<b>Due:</b> Progress Report on 3D Mashup
10	W 10/23	<b>Lecture: Code as Art I</b> - Getting Started with Processing – Introduction to Ch 1, Ch 2 <b>Due:</b> Assignment #5 – 3D Mashup Critical Review of Assignment #5
11	M 10/28	<b>Lecture: Code as Art II</b> – Ch 3, Ch 4 <b>Lab:</b> Processing tutorials.
11	W 10/30	<b>Lecture: Code as Art II</b> – Advanced Tutorials in Processing – Ch 5, Ch 6 <b>Lab:</b> Processing tutorials. <b>Due:</b> Reading Response #4: Goodbye Uncanny Valley – Alan Warburton – Video
12	M 11/4	<b>Lab:</b> Students will work in class on their coding projects
12	W 11/6	<b>Lab:</b> Students will work in class on their coding projects
13	M 11/11	Veteran’s Day – Campus Closed
13	W 11/13	<b>Lab:</b> Work on ePortfolio <b>Due:</b> Reading Response #5: Read_Me, Run_Me, Execute_Me.pdf by Arns Inke
14	M 11/18	<b>Lab:</b> Work on ePortfolio
14	W 11/20	<b>Lecture:</b> Introduction to the Final Project <b>Lab:</b> Ideation discussion <b>Due:</b> Assignment #7 – ePortfolio Critical Review of Assignment #7
15	M 11/25	<b>Lab:</b> Class Time Dedicated to Work on Final Project. <b>Due:</b> Final Project – Proposal Draft
15	W 11/27	No Class
16	M 12/2	<b>Lab:</b> Class Time Dedicated to Work on Final Project. <b>Due:</b> Artist Statement Draft
16	W 12/4	<b>Lab:</b> Class Time Dedicated to Work on Final Project. <b>Due:</b> Progress Report on Final Project
17	M 12/9	<b>Lab:</b> Class Time Dedicated to Work on Final Project. <b>Due:</b> Progress Report on Final Project
Final Exam	W 12/11	<b>Lab:</b> Final Project in Class Presentation and Critical Review <b>Due:</b> Assignment #8 Final Project, Presentation and Artist Statement