

San José State University
Department of Art & Art History
Art 74, Introduction to Digital Media
Section #2, Fall 2019

Course and Contact Information

Instructor:	Niousha (Leily) Khatibi
Office Location:	Art 335
Telephone:	Email preferred
Email:	niousha.khatibi@sjsu.edu
Office Hours:	Tue, 12pm-2pm
Class Days/Time:	Tue/Thu, 9:00am - 11:50am
Classroom:	Art 241
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: 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:

CLO1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print.

CLO2 Develop an introductory understanding to HTML5 and CSS3.

CLO3 Use free, open-source, and demo software to expand software literacy.

CLO4 Understand the role of copyright, remix culture and the social graph.

CLO5 Practice critical thinking skills to address digital art and network cultures.

CLO6 Practice writing skills to articulate the meaning and importance of digital art and networked cultures.

CLO7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century.

CLO8 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 textbook required for this course.

Other Readings

Assigned readings will be made available on the class GitHub in PDF format. Reading is crucial to success in this course and developing an understanding of course content. Some reading material will be videos which students are required to submit their responses to those as well.

Technology Requirements/Software

This course requires access to a computer which can support Adobe software. SJSU students can download the current edition of Adobe Creative Suite for free. <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>

Mandatory Apps from the Adobe Creative Suite include *Photoshop*, *Illustrator*, and *Premiere*. If you do not have a computer or the software mentioned above, you have access to the CADRE computer labs and the University computers to complete your work. We will also be using these free/open-source programs:

1. GitHub (<https://github.com/>)
2. MeshMixer (<https://www.meshmixer.com/>)
3. Atom (<https://atom.io/>)
4. Processing (<https://processing.org/>)
5. P5 (<http://staging.p5js.org/download/>)

GitHub

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the class GitHub repository. You will also be submitting your projects, assignments and reading responses on the same repository.

Course Requirements and Assignments

- This course consists of smaller assignments which build up necessary skills for making the 6 main projects and writing a final paper. See descriptions below.
- There will be assigned readings posted on GitHub. Students are required to post responses with the minimum of 2 paragraphs to these readings on the repository.

#01 ~ gifcARds (raster + vector)

For this project, you will be creating a printed trigger image and an overlay to convey a larger, interactive, augmented reality experience. Your trigger image and overlay image should be in “conversation” with one another. In other words, the camera image together with the augmented one should create a new reading that emerges when both are seen together. Your trigger image will be a conceptual digital collage you have made by using Adobe Photoshop and Illustrator together to manipulate images. The augmented reality overlay image will be an animated gif you have made in Photomosh. Harness your skills to create a more elaborate animation or a cinematographic style gif. Just use your imagination and create a complicated animation based on a narrative.

#02 ~ HypermediART (video and sound art)

Create a short (60 seconds) video composed of four 15-second clips to tell a short story, illustrate a scene, or communicate a mood. Bring your imagination out to play using media assets such as the original sounds, music, narrative voice, text and graphics. Think critically about horizontal/vertical format when you are recording and how you want the final output consumed by your viewers. The rules are simple, but the possibilities are endless!

#03 ~ 3D MeshMash

Using three objects/forms that are from both existing and found (downloaded from the internet) sources, mix together a virtual 3D sculpture using Meshmixer. Design the impossible! 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.

#04 ~ eFolio (web essentials)

Building on the skills that you developed in the net.art assignment, further develop the provided portfolio template by

customizing the formatting and styles in addition to uploading the previous artworks you have made in this class. The free domain you will get from www.freenom.com should be forwarded to your portfolio web address hosted on Github.

#05 ~ ArtWare (software art with p5)

Students should explore interactive narratives, software art, simulations and emergent behaviors in code-based forms. Techniques and concepts must be presented through the open-source programming environment P5. The functional, interactive forms you present can be an imaginative structure, a self-portrait or any desired imagery.

#06 ~ Final Paper // Extra Credit

Write a 5-page PDF paper including:

- One page as an artist statement.
- Two pages for giving examples of three artists and their artworks that you feel represent Digital Media Art and have influenced your own work as an artist. Explain why you chose these artists and how you have incorporated their influence this semester.
- Two pages for your research statement that addresses your technical, conceptual, theoretical and development processes. You are encouraged to link to videos, images and sounds to support your explanations.

Grading Information

In order to be graded, documentation and description of your work must be submitted to GitHub. Students will not receive a grade until their work is submitted with the corresponding documentation and description.

Documentation

1. Title of the work
2. Medium
3. Dimensions/duration
4. Attribution

Description

Every project should address the following questions:

1. What does your project look/sound/smell/feel like?
2. What is the conceptual/personal/political motivation behind the project?
3. What is the intended context? Where/how does the audience experience it?
4. What/who are your influences for this particular piece?

Grading Breakdown

Six Main Projects 60% (10% each)

Final Paper 10%

Small Assignments 15%

Reading Responses and Class Participation 15%

TOTAL 100%

- SJSU Visiting Artist/Gallery Critique: 1% per visit with written response, up to 2% maximum extra credit per student.

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%)

Grading Scale

Numeric grade equivalents:

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

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high quality work and demonstrates the ability to explore a wide range of

alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)

Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles.

F = Failure to meet the course requirements (0.0–0.6)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

Important Notes about grading — All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected. It is very important to complete all of them because:

- Each develops a skill necessary for successful completion of the main projects
- Missing a portion of these assignments can lower your course grade substantially.

Plagiarism

Projects that you submit in the class should be your own work. You will receive a grade of F if your work is discovered to be plagiarism. A report will be send to the dean of the students for further actions.

Late Work

It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each day late. Graded assignments more than 3 days late will not be accepted. In such cases, a grade of zero credit will be entered. Leave enough time for technical issues. Under no circumstances, I will accept late projects due to technical issues. No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

Canvas

Grades for each project, assignment and reading will be distributed on Canvas throughout the semester.

Course Info Recap

The goal of this course is to establish a foundational digital literacy. Keep in mind that this class is an introduction on how to use hypermedia to make contemporary forms of art; it is not a software training course. The intention of this class is to use our modern age technology as environments rather than digital tools at our disposal. General understanding of the political/social/aesthetic implications of living in a digital age will be developed; in addition to experimenting with meta-mediums and ideas of how the logic of the art world and the logic of new media may be contrary.

Expectations

Respectful Behaviour

Since every student is entitled to full participation in class without interruption, all students are expected to come to class prepared and on time, and remain for the full class period. All phones, games, players or other electronic devices that generate sound and/or pictures must be turned off during class. Disruptive behaviors, including excessive talking, arriving late to class and sleeping during class is not permitted. Repetitive and seriously disruptive behavior may result in students removal from class. Additionally, if students cannot make it to class, they are obligated to email the teacher in advance.

Academic Honesty and Integrity

All students are expected to act with civility, personal integrity, respect other students' dignity, rights and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community. Academic integrity includes a commitment to not engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another person's work as one's own, using Internet sources without citation, tampering with the work of another student, facilitating other students' acts of academic dishonesty, etc.

Student Technology Resources

Computer labs and other resources for student use are available in:

- [Associated Students Print & Technology Center](http://as.sjsu.edu/asptc/index.jsp) at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)
- [The Spartan Floor](http://library.sjsu.edu/about/spartan-floor) at the King Library at <http://library.sjsu.edu/about/spartan-floor>
- [Student Computing Services](http://library.sjsu.edu/student-computing-services/student-computing-services-center) at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- [Computers at the Martin Luther King Library](https://www.sjpl.org/wireless) for public at large at <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from [Collaboration & Academic Technology Services](#) located in IRC Building. 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.

Library Liaison

Gareth Scott — email: gareth.scott@sjsu.edu, phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library, 4th Floor Administration Offices

University Policies

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

Workload and Credit Hour Requirements

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 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need 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 AEC to establish a record of their disability. [Academic Senate Policy F06-2](#)

SJSU Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling and Psychological Services website](#) at <http://www.sjsu.edu/counseling>

Art 74, Section 2 / Introduction to Digital Media, Fall 2019, Course Schedule

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Thu, 08/22	Course Introduction / Overview of Syllabus Introductions (Instructor-Students), GitHub registration.
1	Tue, 08/27	Lecture: — Lab: Tutorials on how to use GitHub (version control, clone, commit). Deliver: Reading #01 // in class discussion on the reading.
2	Thu, 08/29	Lecture: Beauty in errors » Glitch art Lab: Intro to pixel based image with Photoshop » Topics related to image formats, resolution, the interface and terminology in Photoshop. Deliver: Reading #02 // in class discussion on the reading.
2	Tue, 09/03	Lecture: — Lab: Advanced Tutorials in Photoshop » Topics related to advanced editing and manipulation features of graphics and images. Deliver: Assignment #01 (Glitch) .
3	Thu, 09/05	Lecture: — Lab: Advanced Tutorials in Photoshop » Topics related to frame animation and exporting. Deliver: Assignment #02 (Composite) .

3	Tue, 09/10	<p>Lecture: —</p> <p>Lab: In-class presentation and critical review of Project #01.</p> <p>Deliver: <u>Project #01 (Micro Cinema)</u>.</p>
4	Thu, 09/12	<p>Field Trip: SJMA</p>
4	Tue, 09/17	<p>Lecture: —</p> <p>Lab: Intro to vector based image with Illustrator › Topics on Illustrator workspace, vector graphic creation and editing controls.</p> <p>Deliver: <u>Reading #03</u> // in class discussion on the reading.</p>
5	Thu, 09/19	<p>Lecture: Advanced Tutorials in Illustrator › Topics related to advanced editing and manipulation features of graphics and images.</p> <p>Lab: —</p> <p>Deliver: <u>Assignment #03 (Facet Art)</u>.</p>
5	Tue, 09/24	<p>Lecture: —</p> <p>Lab: Advanced Tutorials in Illustrator › Topics related to 3D, Mesh gradients.</p> <p>Deliver: <u>Reading #04</u> // in class discussion on the reading.</p>
6	Thu, 09/26	<p>Lecture: Techniques at work in Mixed and Augmented Reality.</p> <p>Lab: Tutorials on how to use BlippAR.</p> <p>Deliver: —</p>
6	Tue, 10/01	<p>Lecture: —</p> <p>Lab: In-class presentation and critical review of Project #02.</p> <p>Deliver: <u>Project #02 (cARds)</u>.</p>
7	Thu, 10/03	<p>Lecture: A time based storytelling media relying on moving pictures with audio.</p> <p>Lab: Intro to video art with Premiere › Topics related to navigate Premiere Pro, Timeline, Sequences and Keyframes.</p> <p>Deliver: <u>Reading #05</u> // in class discussion on the reading.</p>
7	Tue, 10/08	<p>Lecture: —</p> <p>Lab: Intro to point of view, lighting, zoom and creative shooting techniques + Shooting.</p> <p>Deliver: <u>Assignment #04 (Storyboard)</u>.</p>

8	Thu, 10/10	<p>Lecture: <i>Guest lecturer: Jorge Vizcaino</i></p> <p>Lab: Advanced Tutorials in Premiere Pro » Topics related to Transitions, Effects, video stabilizing and color correction.</p> <p>Deliver: —</p>
8	Tue, 10/15	<p>Lecture: —</p> <p>Lab: In-class presentation and critical review of Project #03.</p> <p>Deliver: <u>Project #03 (HypermediART)</u>.</p>
9	Thu, 10/17	<p>Lecture: Three-Dimensional Art: Form, volume and mass.</p> <p>Lab: Intro to photogrammetry » 3D reality capture with _____ ?</p> <p>Deliver: <u>Reading #06</u> // in class discussion on the reading.</p>
9	Tue, 10/22	<p>Lecture: —</p> <p>Lab: Intro to 3D sculpting with MeshMixer » Topics on mesh smoothing and free-form deformations, mesh simplification and repair.</p> <p>Deliver: <u>Assignment #05 (Fragment Collection)</u>.</p>
10	Thu, 10/24	<p>Lecture: —</p> <p>Lab: Intro to Three.js library and displaying 3D computer graphics in a web browser.</p> <p>Deliver: —</p>
10	Tue, 10/29	<p>Lecture: —</p> <p>Lab: In-class presentation and critical review of Project #04.</p> <p>Deliver: <u>Project #04 (3D MeshMash)</u>.</p>
11	Thu, 10/31	<p>Lecture: Web literacy (HTML/CSS/JavaScript) as a contemporary art form.</p> <p>Lab: Intro to experimental generative 3D in the browser + HTML basics.</p> <p>Deliver: <u>Reading #07</u> // in class discussion on the reading.</p>
11	Tue, 11/05	<p>Lecture: —</p> <p>Lab: Intro to CSS and user interface design using color palettes, Google web fonts, Fontawesome iconography.</p> <p>Deliver: <u>Assignment #06 (Hyperlinked Narrative)</u>.</p>
12	Thu, 11/07	<p>Lecture: —</p> <p>Lab: Intro to web hosting directly from a GitHub repository + GitHub Pages.</p>

		Deliver: —
12	Tue, 11/12	Lecture: — Lab: In-class presentation and critical review of Project #05. Deliver: <u>Project #05 (eFolio)</u> .
13	Thu, 11/14	Lecture: Writing code within the context of the visual arts. Lab: Intro to Processing » Topics on drawing a sketch with basic programming. Deliver: <u>Reading #08</u> // in class discussion on the reading.
13	Tue, 11/19	Lecture: — Lab: Advanced Tutorials in Processing » Variables and response. Deliver: <u>Reading #09</u> // in class discussion on the reading.
14	Thu, 11/21	Lecture: — Lab: Advanced Tutorials in Processing (digging deeper into conditional statements) + Assigning groups. Deliver: <u>Assignment #07 (Basic Interactivity)</u> .
14	Tue, 11/26	Lecture: Processing transition » Getting started with P5.js Lab: Intro to P5.js interface and basics. Deliver: <u>Reading #10</u> // in class discussion on the reading.
15	Thu, 11/28	THANKSGIVING BREAK
15	Tue, 12/03	Lecture: — Lab: Advanced Tutorials in P5.js » Transitions and including media. Deliver: <u>Reading #10</u> // in class discussion on the reading.
16	Thu, 12/05	Lecture: — Lab: Advanced Tutorials in P5.js » Motion and addon libraries. Deliver: —
Finals	Tue, 12/12	Lecture: — Lab: In-class presentation and critical review of Project #06, completed website, Final Paper (extra credit) + Potluck! Deliver: <u>Project #05 (ArtWare)</u> , <u>Final Paper (Extra Credit)</u>