

**San José State University
Department of Art & Art History**

Art 74, Introduction to Digital Media Art, Section 3, Fall, 2019

Course and Contact Information

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| Instructor: | Carrie Hott |
| Office Location: | Art 311 |
| Telephone: | n/a |
| Email: | carolyn.hott@sjsu.edu |
| Office Hours: | Mondays 11am-12pm, and by appointment |
| Class Days/Time: | Mondays and Wednesdays, 3:00-5:50 PM |
| Classroom: | Art 110 |
| Department Office: | ART 116 |
| Department Contact: | Website: www.sjsu.edu/art Email: art@sjsu.edu |

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours.
- * Please allow 48-hours for an e-mail response.
- * Emergency: 911 Campus Escort: 42222
- * Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

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 digitally 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)

Course Skill Learning Outcomes:

CLO 1- Introduction to Adobe Photoshop and Illustrator image editing software

CLO 2- Introduction to Premiere Pro video editing software and Audacity sound editing software

CLO 3- Introduction to HTML 5/CSS

CLO 4- Introduction to additional free, open source, and demo software to expand software literacy

Course Content Learning Outcomes:

CLO 5- Develop an introductory understanding of the field of new media art

CLO 6- Practice critical thinking skills to address digital art and network cultures

CLO 7- Practice writing skills to articulate meaning and importance of digital art and networked cultures

CLO 8- Understand the role of copyright, remix culture, and the social graph

CLO 9- Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century

CLO 10- 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](http://www.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 Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking Canvas and your email for updates.

Library Liaison Contact Information for Art and Art History

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

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.

Assignments overview, detailed below:

- **Projects 1-5:** There are 5 main projects in this course that cover an overview of tools, concepts and media in digital art.
- **Online Portfolio (website):** The online portfolio includes documentation of the first 5 projects completed in class and a written artist statement.
- **New Media Artist Presentation:** 10 minute/20 slide presentation on a New Media artist and where they fit in the field.
- **Final Project:** The final project is determined by the students and must build on the first 5 projects, demonstrating growth over the course of the semester.
- **In-class Exercises:** These are short technical exercises to be completed in class.
- **Required readings:** Short readings with blog responses as Canvas submissions.
- **Critiques:** Most assignments will be reviewed in class as a group in critiques.

Assignments Breakdown

Participation

10% of grade

Participation consists of student engagement in class time- 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, contributing to group projects, and being a positive part of the class community is essential to the success of this course.**

In-Class Exercises and Readings

10% of grade

There will be regular technical exercises completed in class over the course of the semester. There will also be occasional readings to supplement course material. Completion of these in-class exercises and responses to readings is essential to learning the skills necessary to complete the class projects. **Understand these are in-class exercises.** Extra work will be required to complete them outside of class, and might result in a grade deduction.

1- Glitch Art project

5% of grade

Using the idea of interruption, turning images inside out, and working with errors, create a glitch using Audacity and Photoshop. Begin with one image and deconstruct and manipulate the file to express a new perspective, using new aesthetics that convey conceptual ideas.

2- Composite Art project

5% of grade

Using at least three different sources, create a digital composite speculative protest poster 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. Think about the function of your image- Will it be printed large or small? Made into a sticker Shown static on a screen? Projected?

3- Audio/Video Art project

10% of grade

Using original audio recorded in class as your starting point, create a 1-2 minute video using your original footage that explores unexpected opposites. Explore camera placement, video editing, and adding visual effects. During class, on campus, shoot video footage using either a professional camera or your phone. What kind of art do you want to create and how will angles, speed, and sequencing demonstrate your idea in a way that written language and speech cannot?

4- Net Art project

10% of grade

Use HTML and CSS to create a net art piece that consists of at least two pages and engages contemporary discourse in a poetic way. Incorporate hyperlinks and think about how you can create a non-linear narrative experience.

5- Code as Art project

10% of grade

Drawing with Code: Working from the idea that code is *a language that does what it says*, write a piece of working code using the free resource p5 software to create an interactive experience that pays homage to a digital invention.

Online Portfolio and Artist Statement

10% of grade

Building on the skills that you developed in the Net Art assignment, create an online portfolio in GitHub for the work completed in this class, including an artist statement page.

New Media Artist Presentation

10% of grade

Over the course of the class there will be regular lectures on New Media artists and movements, in addition to select readings on the subject of digital media art. For the New Media Artist presentation, each student will select an artist from a list provided and create a 10 minute presentation on their work and their place in the overall field of New Media Art, considering what we have covered in class

and what they discovered in their research.

Final project

20% of grade

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 2-page PDF paper including a 1-page artist statement plus a 1 page research statement that addresses your technical process, influences, and conceptual/theoretical process, development, and interests.

Assignment Percentages for Total Grade:

- Participation- 10%
- In-Class Exercises and Readings- 10%
- Glitch Art project - 5%
- Composite Art project- 5%
- Audio/Video Art project- 10%
- Net Art project- 10%
- Code as art project- 10%
- Online Portfolio & Statement- 10%
- New Media Artist Presentation - 10%
- Final project- 20%
- **TOTAL 100%**

• **Grading Information**

Students are required to submit all course assignments on Canvas.

Determination of Grades

- All assignments must be presented on the due date. ***Late assignments will be accepted no more than 2 weeks after the due date, but with a letter grade reduction and no class critique, unless otherwise discussed.***
- All projects are evaluated based on their conceptual content, technical proficiency, and presentation according to the criteria provided below.
- Students must also be present for project critiques: **critiques are not optional.**

Grading Criteria:

A: Excellence

The student fully commits to their project, both conceptually and technically. The final work created not only meets the criteria but it *exceeds it*. The student demonstrates a full understanding of the course content, and is able to apply that understanding in making original work with their own personal style.

B: Above Average

The student shows an understanding of the expected criteria for the assignment, and a sincere attempt to engage the conceptual framework. The quality of the project is good but not stellar. Technical understanding is demonstrated but has room for improvement.

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

The student only shows the slightest understanding of the assignment and can only demonstrate a cursory understanding of the intent of the assignment. 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.

Numeric grade equivalents:

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| 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 |

“This course must be passed with a C- or better as a CSU graduation requirement.”

Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Additional Note:

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

Department Advising

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(H)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Code of Conduct

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 two classmates 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 and to remain open to new things to achieve your goals. Creating digital media art (or any kind of art) can often be a non-linear, multi-platform, exploratory, and both individual and shared experience. 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/asccsc/> 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, Section 3, Spring, 2019,
Mondays and Wednesdays, 3:00-5:50pm**

Course Schedule

Note: *This schedule is subject to change. You will be notified of any changes in a timely manner.
Check Canvas and the class website 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 |
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| 1 | Wed 8/21 | Course Introductions and Syllabus Overview Computer Setup + Intro to Digital Media Art reading Assignment: Computer Setup + Intro to Digital Media Art reading |
| 2 | Mon 8/26 | Lecture: Intro to New Media Art Computer setup and preparation Team presentations |
| 2 | Wed 8/28 | Team Presentations cont'd Computer Setup Review Topics related to image formats, resolution, software interface and main tools DUE: Computer Preparation & Reading response |
| 3 | Mon 9/2 | LABOR DAY- NO CLASS |
| 3 | Wed 9/4 | Intro to digital image editing with Photoshop & Illustrator Intro to Glitch Art project Lecture: Glitches in New Media Art Demo/Lab: Audacity + Photoshop |
| 4 | Mon 9/9 | Lecture: Composites in New Media Art Intro to Composite Art project Demo/Lab: Editing with Photoshop |

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| | | DUE: Glitch Art project |
| 4 | Wed 9/11 | Composite Art continued Demo/Lab: Editing with Photoshop (cont) Exquisite Corpse group projects DUE at the end class: Group Projects |
| 5 | Mon 9/16 | COMPOSITE ART CRITIQUE Due: Composite Art project Assignment: Video Art reading |
| 5 | Wed 9/18 | Lecture: Sound and Video Art Discussion: Response to reading and lecture Demo + Lab: Collecting Sounds Importing Audio into Audacity DUE: Response to reading |
| 6 | Mon 9/23 | Importing Audio into Audacity and Premiere cont'd Editing Video with Premiere Demo/Lab: Collect footage DUE: Audio/Video Art progress |
| 6 | Wed 9/25 | Editing with Premiere cont'd Audio/Video lab |
| 7 | Mon 9/30 | AUDIO/VIDEO ART CRITIQUE DUE: Video Art projects |
| 7 | Wed 10/2 | Intro to the Internet and the Web Group presentations - Let's Make the Internet Assignment Reminder: Artist Presentations Reading: Net Art |
| 8 | Mon 10/7 | NEW MEDIA ARTIST PRESENTATIONS DUE: New Media Artist Presentations |
| 8 | Wed 10/9 | NEW MEDIA ARTIST PRESENTATIONS DUE: New Media Artist Presentations |

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| 9 | Mon 10/14 | Lecture: The Internet/Net Art Net Art concept development exercise Intro to GitHub & Setup Lab DUE at end of class: Response to reading and lecture + GitHub account |
| 9 | Wed 10/16 | Lecture: The Internet/Net Art (cont) Intro to HTML/CSS Exquisite Corpse group exercise DUE: HTML/CSS exercise 1- Tutorial homework |
| 10 | Mon 10/21 | Intro to HTML/CSS (cont) Exquisite Corpse group exercise (cont) Individual meetings on Net Art projects DUE: Net Art progress DUE at end of class: Exquisite Corpse exercise |
| 10 | Wed 10/23 | Net Art lab HTML/CSS cont'd Intro to Portfolio Websites + Artist Statements |
| 11 | Mon 10/28 | NET ART CRITIQUE DUE: Net Art project Reading: New Media Art + Interactivity |
| 11 | Wed 10/30 | Writing Interactivity - Code as Art I Intro to Coding Concepts DUE: Final Project Response |
| 12 | Mon 11/4 | Writing Interactivity - Code as Art II Intro to p5 & basic shapes |
| 12 | Wed 11/6 | Writing Interactivity - Code as Art III p5 Code as Art Lab DUE: Code as Art project progress |
| 13 | Mon 11/11 | VETERANS DAY- NO CLASS |
| 13 | Wed 11/13 | Writing Interactivity - Code as Art IV P5 Code as Art Lab |

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| 14 | Mon 11/18 | Writing Interactivity - Code as Art IV P5 Code as Art Lab |
| 14 | Wed 11/20 | CODE as ART CRITIQUE DUE: Code as Art project |
| 15 | Mon 11/25 | New Media Review Final Project + Portfolio lab Individual meetings and Students expected to work in class |
| 15 | Wed 11/27 | THANKSGIVING BREAK- NO CLASS |
| 16 | Mon 12/2 | Final Project lab Individual meetings DUE: Draft of Final project |
| 16 | Wed 12/4 | Final Project lab Individual meetings DUE: Draft of Final project |
| 17 | Mon 12/9 | FINAL PROJECT CRITIQUE DUE: Final project |
| Final Exam | Tues 12/17 | FINAL EXAM- Tuesday, December 17, 12:15-2:30pm Review of Portfolio Websites and Potluck Party DUE: Final Online Portfolio + Artist Statement |