

**San José State University**  
**Department of Art and Art History**  
**Art 74 Section 4 Intro to Digital Media Art**  
**Fall Semester 2019**

**Course and Contact Information**

**Instructor:** James Morgan  
**Office Location:** Art Building 325  
**Telephone:** (408) 924-4590 (not recommended)  
**Email:** [james.morgan@sjsu.edu](mailto:james.morgan@sjsu.edu) (preferred contact)  
**Office Hours:** M/W 1345-1445 pm  
**Class Days/Time:** M/W 1500 - 1750  
**Classroom:** Art 108

**Prerequisites:**

**Units: 3**

**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 Format**

Studio

**Course Description**

This course will explore the fundamental concepts and methods of digital media art production. It introduces 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:

LO1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print

LO2 Understand the basics of HTML 5/ 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 digital publics in the 21<sup>st</sup> 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

### **Required Texts/Readings**

Available in CANVAS

### **Required Readings**

Additional reading will be made available in CANVAS.

### **Course Web Materials**

- ART74 Course materials on-line on the SJSU Canvas site for the course at: <https://sjsu.instructure.com>. Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.

### **Library Liaison**

#### **Gareth Scott**

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

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

## Course Requirements and Assignments

### #01 ~ What is New Media Art?

LO5, LO6, LO7, LO8

Write an essay of approximately 1500 words with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist. Score your essay on Turnitin and make sure it is less than 10%. Post your essay to CANVAS. You are encouraged to link to videos, images, sounds and other media to support your findings.

Read the following link and include Mark Tribe's definition of New Media Art, you may cite and propose an alternate definition, but you should discuss why it is better in comparison to Tribe.

<http://atc.berkeley.edu/201/readings/New%20Media%20Art%20-%20Introduction%20-%20Mark%20Tribe%20-%20Brown%20University%20Wiki.pdf> (also in CANVAS)

### #02 ~ Glitch Art

LO1, LO3, LO4, LO5, LO7, LO8

Beauty in Error: Working with file formats as a medium how can we begin to break apart jpegs, pings, 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. What are the political implications of file formats?

### #03 ~ Meme Mashup

LO1, LO3, LO4, LO5, LO7, LO8

Remix: Internet meme's drive culture today. Create a work of art using multiple current memes and combine them together to create a unique statement.

### #04 ~ Game

LO1, LO3, LO4, LO5, LO7, LO8

Minecraft: Explore ideas of virtual and real, digital and public in the online environment of Minecraft. What makes data an object and how does the environment and context effect meaning. Create an aesthetic culturally relevant object within the environment.

### #05 ~ 3D

LO1, LO3, LO4, LO5, LO7, LO8

Sculpture: Extract and finish objects from the virtual environment of Minecraft. 3D print these data objects and objects created in elsewhere. Document and present the objects and make the source files downloadable.

### #06 ~ Net Art

LO1, LO2, LO3, LO4, LO5, LO7, LO8

Net/Art: Using HTML and CSS, create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way. This is not a traditional website.

### #07 ~ Portfolio

LO1, LO2, LO3, LO4, LO5, LO7, LO8

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, use bootstrap and be hosted on

GitHub. Your portfolio should include the five completed works for this class as well as 5 previous projects.

### #08 ~ Code as Art

LO1, LO2, LO3, LO4, LO5, LO7, LO8

Artist statements and algorithms: how do they relate to each other? Working from the idea that code is a *language that does what it says*, write a piece of working code using HTML 5/ CSS, or P5js. Use this to engage contemporary technological or art issues. You will show your source code and its execution in class and post the completed code /project to CANVAS.

### Final

#### #09 ~ Final Project + 3 page digital paper

LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8

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 paper with a one page (200 words) artist statement and two pages (400 words) describing the conceptual basis and technical process of the artwork. Post a portfolio link to the artwork and a PDF in CANVAS.

“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 practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Evaluation

Tuesday, December 17th, 12:15-2:30

### Grading Information

See assignment descriptions above and course schedule below for complete details,

### Determination of Grades

Your coursework will be assessed according to the following rubric:

**A = 10 - 9 ~ Excellent.** Work exhibits exemplary effort at comprehension and analysis of the required materials. All written and creative work is lucid and engaging.

**B = 8 ~ Good.** Work completes assignment and demonstrates a grasp of the key themes of each topic, but not all. Detail, creativity and critical analysis are present.

**C = 7 ~ Satisfactory.** Work 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 = 6 ~ Unsatisfactory.** Work does not complete the work as assigned. Substantial problems exist in student's work.

**F < 6 ~ Fail.** Student does not submit work, or work is below unsatisfactory level.

All work will be peer reviewed when it is due, this may be in a formal critique, online or both. Final evaluation of the work will take peer feedback into account based on the rubric.

**Relative weight of course requirements:**

Aug 28, What is New Media Art?	10%
Sep 11, Glitch Art	10%
Sep 18, Meme Mashup	10%
Sep 23, Game	10%
Oct 9, 3D	10%
Oct 14, Net Art	10%
Oct 28, Portfolio	10%
Nov 20, Code as Art	10%
Dec 16, Final + 3 page paper	20%

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

**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

**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](mailto:art@sjsu.edu)

## Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>."

## Course Schedule

### Art 74, Section 4: Intro to Digital Media Art Fall Semester 2019

Week	Date	Topics, Readings, Assignments, Deadlines
0	Aug 21	Course Introduction / Overview of Syllabus CANVAS, Creative Cloud
1	Aug 26	Intro: What is New Media Art? Introduction to technique, aesthetics, nomenclature and examples
1	Aug 28	Intro to pixel-based image with Adobe Photoshop <b>Due: What is New Media Art?</b>
2	Sep 2	<b>Labor Day (campus closed)</b>
2	Sep 4	Intro to vector-based image with Adobe Illustrator
3	Sep 9	Moar Adobe Photoshop / Intro to Glitch
3	Sep 11	<b>Due: Glitch</b>
4	Sep 16	Intro to Meme Mashup
4	Sep 18	<b>Due: Meme Mashup</b>
5	Sep 23	Intro to Game
5	Sep 25	<b>Due: Game</b>
6	Sep 30	Intro to 3D
6	Oct 2	Intro to net/art, continue 3D
7	Oct 7	Lab Work on net/art & 3D
7	Oct 9	<b>Due: 3D</b>

Syllabus: Art 74

8	Oct 14	<b>Due: Net Art</b>
8	Oct 16	Intro to Portfolio
9	Oct 21	Work on assignment Portfolio / Bootstrap
9	Oct 23	Work on assignment Portfolio
10	Oct 28	In-class presentation and critiques of Portfolio <b>Due: Portfolio</b>
10	Oct 30	Intro to Code as Art Getting Started with Processing Ch. 1, 2, and 3
11	Nov 4	<b>ATC</b> Code as Art I Processing and Code <b>Self Portrait Due</b>
11	Nov 6	Code as Art II Getting Started with Processing Ch. 4 and 5 Students will work in-class on their coding projects
12	Nov 11	<b>Veterans Day (campus closed)</b>
12	Nov 13	ATC Code as Art III Getting Started with Processing Ch. 5 and 6 Students will work in-class on their coding projects
13	Nov 18	Code as Art IV Students will work in-class on their coding projects <b>DIY Photoshop Due</b>
13	Nov 20	Artificial Intelligence for the People Design Justice & Data Advocacy <b>Code as Art Due</b>
14	Nov 25	Machine Learning for Artists
14	Nov 27	<b>Non-Instructional Day (Thanksgiving)</b>
15	Dec 2	ML and sensors
15	Dec 4	Lab activity - Final projects Students will work in-class on their Final project2 Project Pitch (final 2-slides)
16	Dec 9	Lab activity, early finals.
Final Exam	Tues, Dec 17, 1215-1430	In-class presentation and discussion of Final Students will present their Final project in class <b>Due: Final Portfolio Update Due</b>