San José State University
Department of Art and Art History
Art 74, #26557, Introduction to Digital Media Art, Section 05, Spring 2020

Course and Contact Information

Instructor(s):	Tyler Stannard
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Office Hours:	T 12:00pm – 3:00pm
Class Days/Time:	T/Th 9:00am – 11:50am
Classroom:	Art 241
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Additional Contact Information

*E-mail is generally the best method of contact during non-office hours.
*Please allow 48-hours for an email response.
*Emergency: 911
*Campus Escort: 408 924 2222
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 be an introductory exploration of the fundamental concepts, methods, and brief history of digital media art production. The course will provide an entry level to visualization software applications, web presentation techniques, and digital based fabrication. We will look at historical and contemporary examples of New Media Art to learn the concepts that have laid the foundation of what New Media Art is then and what it is today. We will cover technical foundations to manipulate images and create 3D objects digitally and explore what it means to create New Media Art.

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 open-source software. Projects will be presented in print and hosted on a Website portfolio. 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 Format

This course will be taught primarily face to face, but students are expected to have reliable Internet connections for use of the Canvas Learning Management System (Canvas or LMS) and for use of online resources.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through CANVAS and MySJSU at http://my.sjsu.edu (or other communication system as indicated by the instructor) to learn of any updates.

Course Learning Outcomes (CLO)

Upon 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 Learn effective use 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 culture
LO7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics 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

Required Texts/Readings

Readings prescribed will be available in CANVAS

Technology Intensive 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. This is free to all SJSU students. If you have trouble accessing Adobe Creative Suite, let the instructor know beginning of the semester so it can be troubleshooted.

Lab Access

Your Tower Card will gain you access to 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 always remain CLOSED and LOCKED. Students caught propping doors or leaving them open are subject to having lab privileges revoked.

Mandatory Software that will be used include:

1. Adobe Creative Cloud (Illustrator and Photoshop): sjsu.edu/ecampus/teaching-tools/adobe
2. Processing: processing.org
3. Github account: Github.com
4. Sublime: sublimetext.com
5. Meshmixer: meshmixer.com
6. Ultimaker Cura: ultimaker.com/software/ultimaker-cura
7. Audacity: audacityteam.org

Library Liaison

Gareth Scott
email: 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 approximately 1500-word maximum essay with at least 3 examples of artists that you feel represent New Media Art and contextualize your work as an artist within those artists. Post your essay to CANVAS for peer review. You will need to link videos, images and/or sounds to your paper.

#02 ~ Photoshop and Illustrator
LO1, LO3, LO5, LO7, LO8
Create one composition using Photoshop and/or Illustrator. Your Photoshop composition will require the use of raster images, blend modes, and effects. Your Illustrator composition will require you to create vector images and text. For your composition you will create a caption to go along with each image to illustrate the impact to visual art. In addition, you are required to demonstrate one newly self-taught technique via the web of a Youtube tutorial and post the link and your final image and caption to CANVAS.

#03 ~ Creative Web design ~ Net.Art
LO2, LO3, LO4, LO5, LO7, LO8
Create a narrative website using HTML and CSS to make an artwork that is both interesting and aesthetically cohesive. Using two or more images that are incorporated hyperlinks within the website. The website should have at least 3 pages. Website will be hosted through Github and be shown in class. Share web link on CANVAS.

#04 ~ 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. Images and original files will be posted to CANVAS.

#05 ~ 3D Art Remix
LO1, LO3, LO4, LO5, LO7, LO8
Develop an understanding of three-dimensional digital space by creating a 3D hybrid model using either MeshMixer, Blender, and/or Maya and combining various 3D modeled objects found from the web to create an original remix. Your newly created 3D model will need a brief history about the object, create a short narrative for your object that you will end of 3D printing. Documentation that includes screenshots and a two-paragraph narrative writeup and upload to CANVA.

#06 ~ Code as Art
LO1, 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 the Processing

programming language. You will show your source code and its execution in class, and post the completed code on CANVAS.

#07 ~ Portfolio
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Building on the skills that you developed in the net.art and creative coding assignment, create a portfolio with 10 of your own works. Create a portfolio that you feel represents you as an artist. Your site should include an about page with an artist statement. The site can be hosted on your own server, or Github. Your portfolio should include at least five works from this class, including the creative coding project. We will present portfolios in class and on CANVAS.

#08 ~ Interactive Art Proposal
LO2, LO3, LO4, LO5, LO6, LO7, LO8
Demonstrate the software proficiencies you developed in the previous assignments to propose an interactive digital artwork that will act as your final project (Processing, HTML 5/CSS, or Meshmixer). You must design a final art project to propose that you could produce by the end of the course, using skills and knowledge obtained from previous assignments. Describe the conceptual and technical details of your work in a 1-page written description to accompany the concept drawings and imagery.

Final

#09 ~ Individual projects + 3-page PDF paper Create a work of digital media art using the ideas and techniques you learned in Art 74.
LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
Final projects proposed from assignment #7 will be presented in-class in physical and/or virtual form. Include a 3-page PDF paper including a 1page artist statement to accompany the work plus 2-pages describing the conceptual basis and technical process of the artwork. Post the artwork and the PDF to 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 practice. Other course structures will have equivalent workload expectations as described in the syllabus."

Final Examination or Evaluation

Tuesday, May 19th 7:15am – 9:30am

Grading Information

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

Assignment #1 10%
Assignment #2 10%
Assignment #3 10%
Assignment #4 10%
Assignment #5 10%
Assignment #6 10%
Assignment #7 10%
Assignment #8 5%
Assignment #9 15%
Participation 10%

Grading Policy/ Rubric

Your coursework will be assessed according to the following rubric,
A = 100 - 90% ~ Excellent. Student exhibits exemplary effort at comprehension and analysis of the required materials. All written and creative work is lucid and engaging. All technical requirements are met.
B = 89 - 80% ~ Good. Student completes assignment, and demonstrates a grasp of the key themes of each topic, but not all. Detail, creativity and critical analysis are present. A substantial amount of effort is clearly displayed in the output. Most technical requirements are met.
C = 79 - 70% ~ Satisfactory. Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. Assignment is incomplete or undeveloped. Student performs little or no creativity or analysis. Little to no effort shown in assignment output. Some technical requirements met.
D = 69 - 60% ~ Unsatisfactory. Student does not complete the work nor follows assignment instructions as assigned. Substantial problems exist in student's work. Technical requirements not met.
F = < 60% ~ Fail. Student does not submit work, or work is below unsatisfactory level.

Classroom Protocol

Projects:

• On workshop days (see the course outline chart for the dates), students MUST come to class with their in-progress projects and hard-drives ready to work. If you have your own laptop and prefer to use that for your projects, bring it to class with you for the workshop days. You cannot work from home on workshop days and must be available in class during the whole time on our work days.

• If you are late to submit an assignment, you will be knocked one letter down (A -> B) Grade from each class after the deadline. On Idea + concept days (see the course outline chart for the dates) students should bring notes, storyboards, sketches, charts, and material that they have used to do research on the specific topic and concept that you are interested in for their project.

• In the course of the semester we will undoubtedly talk about things, which are not in the mainstream and may be controversial. If at any time you find the subject or content of this course objectionable you are encouraged bring that into the discussion. If, however you find a presentation offensive you are permitted to quietly, without disrupting the class, excuse yourself. It is then your responsibility to contact the instructor for make-up work

• Additionally, students are responsible for their own well-being. If you need help, it is your responsibility to ask for it.

Participation:

• Participation in class discussions for readings, material that we watch in class, giving feedback to your peers on their work is mandatory. You are expected to actively participate in such discourses as they are some of the most important sections of our class.
• On Presentation days you must be able to explain and give a clear presentation of your work, research, and concepts. If you have a hard time talking in front of a crowd or remembering your points, use a notebook, powerpoint, sketches or bullet points for your presentations.

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.

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

University Policies

Per University Policy S16-9 *(http://www.sjsu.edu/senate/docs/S16-9.pdf)*, relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on Syllabus Information web page (http://www.sjsu.edu/gup/syllabusinfo), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources. Course Number / Title, Semester, Course Schedule

Art 74, Section 5/Introduction to Digital Media Art, Spring 2020

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
0	1/23	Course Introduction / Review Syllabus CANVAS, Criterion, Creative Cloud
1	1/28	**Intro to New Media Art** Introduction to technique, aesthetics, nomenclature and examples Review of course software
1	1/30	**Intro to Adobe Photoshop and Adobe Illustrator** Intro to vector based and pixel-based images
2	2/4	**Advance Techniques Photoshop and Illustrator** Selections, layers, effects, composite / blend modes and advanced editing. *Last day to drop with "w"* **Assignment #1 Due: What is New Media Art?**
2	2/6	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
3	2/11	**Intro to Web Design – HTML 5/ CSS** **Assignment #2 Due: Photoshop and Illustrator** *Last day to add course and late registration*

Week	Date	Topics, Readings, Assignments, Deadlines
3	2/13	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
4	2/18	**Intro to Glitch Art – Audacity** Introduction to glitch aesthetics, technique, and examples **Assignment #3 Due: HTML5/ CSS**
4	2/20	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
5	2/25	**ATC Field Trip** **Assignment #4 Due: Glitch Art**
5	2/27	**Intro to 3D Art and Remixing - Meshmixer** Manipulating, combing, importing and exporting 3D objects
6	3/3	Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
6	3/5	**Intro to 3D Printing - Ultimaker** Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
7	3/10	**Intro to Processing** Canvas, shapes, variables, color **Assignment #5 Due: 3D Art Remix**
7	3/12	**Advanced Processing** Interactivity, drawing, for loops, and arrays
8	3/17	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
8	3/19	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
9	3/24	**Portfolios - Advanced HTML5/ CSS** Bootstrap, margin, padding, styles, and fonts **Assignment #6 Due: Code as Art**
9	3/26	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
10	3/31	*Spring Break*
10	4/2	*Spring Break*
11	4/7	**Interactive Art Proposal** Research and project development **Assignment #7 Due: Portfolio**
11	4/9	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects One-on-One Proposal meetings
12	4/14	**Final Individual Projects** Individual projects + 3-page PDF paper. Last in-class Demos. **Assignment #8 Due: Interactive Art Proposal**
12	4/16	Lab Activity – Final Individual Project I
13	4/21	Lab Activity – Final Individual Project II
13	4/23	Lab Activity – Final Individual Project III

Week	Date	Topics, Readings, Assignments, Deadlines
14	4/28	Lab Activity – Final Individual Project IV
14	4/30	Lab Activity – Final Individual Project V
15	5/5	**In-Class Presentations and Critique** **Assignment #9 Due: Individual Projects Due**
15	5/7	**In-Class Presentations and Critique**
16	5/12	No Class
Final Exam	5/19	Tuesday 7:15am – 9:30am in Art 241