San José State University
Department of Art and Art History
Art 74, Introduction to Digital Media Art, Section 3
Fall 2020

Course and Contact Information

Instructor:	Chelsea Thompto
Office Location:	Online
Telephone:	Email preferred
Email:	chelsea.thompto@sjsu.edu
Office Hours:	Tuesdays - 1:00PM - 2:00PM
	Wednesdays - 10:30AM - 11:30AM
	Or By Appointment (email for alternate times)
	Via Zoom, links will be made available through Canvas.
Class Days/Time:	Mondays and Wednesdays - 3:00PM - 5:50PM
Classroom:	Online Via Canvas: https://sjsu.instructure.com/

Course Description

Fundamental concepts and methods of Digital Media production. Introduction to visualization software applications and web presentation techniques.

Course Format

This course will be taught online due to COVID-19 and the SJSU Adapt plan (more information can be found at the SJSU Adapt Website). The course will take place primarily over Canvas and Zoom and will use a combination of synchronous and asynchronous activities, we will also use Discord as a supplemental communication platform. This course is technology intensive, students will need regular access to a computer able to run the Adobe Suite or equivalent software (the Adobe Suite is free for students, more information can be found at https://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html) as well as Minecraft which students will be required to purchase. The course will use a variety of other software that is available for free online, links and information on these programs will be outlined during the course.

Course Goals

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 will explore both conceptually and technically what it means to manipulate images and create objects digitally. This course is a visual art course and will approach media from a fine art and theoretical perspective. We will produce artworks using currently available imaging, composition, web design, and other software.

We will explore the conceptual and technical aspects of creating and manipulating digital images and objects, as well as digital spaces and social experiences. As a visual arts course, these explorations will take place primarily through creating digital artworks using a wide array of formats and software. The class will focus primarily 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

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 - Introduction to 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 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

This class will engage with a variety of academic journal articles, news articles, and webpages. All required readings will be freely accessible via the class Canvas page.

Library Liaison

Gareth Scott

Email: gareth.scott@sjsu.edu

Phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Department Advising

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: http://www.sjsu.edu/art/ or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

Course Requirements and Assignments

Each of the below units will include hands-on practice assignments, lectures, readings, short written reflections, group discussions and the creation of a digital artifact. All activities will be submitted through Canvas unless otherwise specified.

#01 ~ What is New Media Art?

LO4, LO5, LO6, LO7, LO8

To begin our introduction into new media art, you will be writing a 1500 word essay including at least 3 different new media artists that you feel relate to your own artwork or the type of artwork you would like to make. Your paper must include links to media samples of the artist's work.

#02 ~ Glitch Art

LO1, LO3, LO4, LO5, LO7, LO8

To better understand the foundations upon which digital media is made, we will be exploring what happens when we intentionally corrupt these foundations. This project will be based on intentionally glitching jpeg, png, mp3 and other common file formats by modifying them in programs meant for other file types (e.g. modifying an image in a text editor).

#03 ~ Meme Mashup

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

Internet culture is driven in part by the act of remixing, this can most readily be seen through the speed at which memes are generated, combined, and manipulated. We will explore both image editing software (raster and vector) and remix/meme culture by creating a series of memes by researching using preexisting meme conventions.

#04 ~ Sound Art

LO3, LO4, LO5, LO7, LO8

We live in an era where we have access to an unprecedented amount of information at our fingertips. Yet, we also live in an era where misinformation threatens our democracy and society. What does it mean for artists to craft stories and narratives in this environment? We will explore issues of truth and misinformation as well as audio editing software through the creation of a narrative sound art piece.

#05 ~ Digital Environments

LO4, LO5, LO7, LO8

Digital spaces come in a variety of shapes and sizes, from expansive video game worlds to online art galleries, people have been creating and engaging in these spaces for as long as there have been computer networks. We will be exploring how artists engage and create within these spaces through an exploration of [Minecraft](#) and the [New Art City](#) platform.

#06 ~ Net Art

LO2, LO3, LO5, LO6, LO7, LO8

Creating and modifying websites is an integral part of working in new media, to introduce this process, we will be creating a web-based interactive narrative using Twine. Twine is a program that will serve as an introduction to HTML, CSS, and Javascript coding.

#07 ~ Portfolio

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

Building on the skills developed in the Net/Art assignment, we will develop an artist website that will house a portfolio of 10 works as well as an about page. Your portfolio should look professional and be hosted on the University's servers. Your portfolio should include the 5 completed works for this class as well as 5 previous works.

#08 ~ Code as Art

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

Having begun our exploration of code in projects 6 and 7, we will continue to investigate code and its relationship to larger practice of writing as an artist through P5.js. The presentation of this work will include both a visual representation of the code as well as the source code of the piece.

#09 ~ Final Project

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

Create a work of art using a combination of the ideas and techniques covered in this course. Final projects will be presented in a virtual format of your choosing and should take into account the format of the work and its audience. In addition to making a final piece, you will also write a 3-page paper with a one page (~250 words) artist statement and a two page (~500 words) description of the conceptual basis and technical process of your project.

Final Evaluation

Thursday, December 10, 12:15PM - 2:30PM. This will be an online presentation of your final project which is worth 20% of your final grade.

Grading Information

Determination of Grades

- The grading scale is 0 to 1000 and includes plus and minus grades. See the grading graph below for specifics on the numerical breakdown.
- Each project listed above (1-8) is worth 100 points except for the final project (9) which is worth 200 points.
  - Each project will be graded based on the completion of readings, practice assignments, participation in discussions, and the culminating project.
- No extra credit will be given in this class.
- Given the project based nature of the class, assignments build on each other and thus late work will only be accepted within one week of the original due date for 50% credit. Generally, no credit will be given

after the one week period but please communicate with me in advance if you know your work will be late so we can collaborate on a solution.

A plus = 1000 to 970 points
A = 969 to 940 points
A minus = 939 to 900 points
B plus = 899 to 870 points
B = 869 to 840 points
B minus = 839 to 800 points
C plus = 799 to 770 points
C = 769 to 740 points
C minus = 739 to 700 points
D plus = 699 to 670 points
D = 669 to 512 points
D minus = 639 to 600 points
F = 599 points or lower

Grade	Points	Percentage
A plus	960 to 1000	96 to 100%
A	930 to 959	93 to 95%
A minus	900 to 929	90 to 92%
B plus	860 to 899	86 to 89 %
B	830 to 859	83 to 85%
B minus	800 to 829	80 to 82%
C plus	760 to 799	76 to 79%
C	730 to 759	73 to 75%
C minus	700 to 729	70 to 72%
D plus	660 to 699	66 to 69%
D	630 to 659	63 to 65%
D minus	600 to 629	60 to 62%

Classroom Protocol
As this course will be taking place online through Zoom and Canvas, students must understand proper netiquette and remain mindful of these issues throughout the course. Resources and conversations about these issues will be part of the first week of class. Generally, while synchronous meetings will occur every week and will include peer conversation and evaluation, the lecture content of these meetings will also be made available for asynchronous engagement.

Equity and Inclusion Statement
As an instructor, I strive to create an equitable and inclusive learning environment in the classroom. It is my honest belief that teaching is made more impactful and relevant through a conscientious effort towards

centering inclusionary and equitable thinking and practices. This starts by treating each other with respect in order to create a [safe and brave](#) space for making and learning; meaning that we will all respect each other's multiple and intersecting identities including but not limited to: race, ethnicity, nationality, gender identity, gender expression, sexual orientation, ability, and religious or political affiliation.

If you have any concerns about the class, be it the way I am teaching, behavior you have witnessed, problems you think might arise, or anything else, please feel free to contact me (in person or by email) to discuss.

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.

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.

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Course Schedule
This schedule is subject to change with fair notice and notice will be made via email and Canvas. Individual check-ins and virtual studio Q&A sessions will be scheduled throughout the semester during class times. Topics covered during synchronous meetings will be made available for asynchronous engagement.

Week	Date	Topics, Readings, Assignments, Deadlines	Learning Outcomes
1	8/19	**Introductions and Orientation**	-
2	8/24	#01 ~ What is New Media Art? - Intro	4/5/6/7/8
2	8/26	#01 ~ What is New Media Art? (Reading and Tech Assignment Due)	4/5/6/7/8
3	8/31	**#01 ~ What is New Media Art? (Project Due)**	4/5/6/7/8
3	9/2	#02 ~ Glitch Art - Intro	1/3/4/5/7/8
4	9/7	**Labor Day**	-
4	9/9	#02 ~ Glitch Art (Reading and Tech Assignment Due)	1/3/4/5/7/8
5	9/14	**#02 ~ Glitch Art (Project Due)**	1/3/4/5/7/8

5	9/16	#03 ~ Meme Mashup	1/3/4/5/6/7/8
6	9/21	#03 ~ Meme Mashup (Reading and Tech Assignment Due)	1/3/4/5/6/7/8
6	9/23	**#03 ~ Meme Mashup (Project Due)**	1/3/4/5/6/7/8
7	9/28	#04 ~ Sound Art - Intro	3/4/5/7/8
7	9/30	#04 ~ Sound Art (Reading and Tech Assignment Due)	3/4/5/7/8
8	10/5	**#04 ~ Sound Art (Project Due)**	3/4/5/7/8
8	10/7	#05 ~ Digital Environments	4/5/7/8
9	10/12	#05 ~ Digital Environments (Reading and Tech Assignment Due)	4/5/7/8
9	10/14	**#05 ~ Digital Environments (Project Due)**	4/5/7/8
10	10/19	#06 ~ Net Art - Intro	2/3/5/6/7/8
10	10/21	#06 ~ Net Art (Reading and Tech Assignment Due)	2/3/5/6/7/8
11	10/26	**#06 ~ Net Art (Project Due)**	2/3/5/6/7/8
11	10/28	#07 ~ Portfolio - Intro	1/2/3/5/6/7/8
12	11/2	#07 ~ Portfolio (Reading and Tech Assignment Due)	1/2/3/5/6/7/8
12	11/4	**#07 ~ Portfolio (Project Due)**	1/2/3/5/6/7/8
13	11/9	#08 ~ Code as Art - Intro	2/3/4/5/6/7/8
13	11/11	**Veterans Day**	-
14	11/16	#08 ~ Code as Art (Reading and Tech Assignment Due End of Week)	2/3/4/5/6/7/8
14	11/18	**#08 ~ Code as Art (Project Due)**	2/3/4/5/6/7/8
15	11/23	#09 ~ Final Project - Intro	All
15	11/25	**Thanksgiving**	-
16	11/30	#09 ~ Final Project	All
16	12/2	#09 ~ Final Project	All
17	12/7	**#09 ~ Final Project (Project Due)**	All
Final		**Online - Thursday, December 10, 12:15PM - 2:30PM**	All