San José State University
Department of Art and Art History
Art 74, 24493, Introduction to Digital Media Art, Section 04, Spring 2021

Course and Contact Information

Instructor(s):	Tyler Stannard
Office Location:	Art 311 – Virtual
Telephone:	N/A
Email:	tyler.stannard@sjsu.edu
Virtual Office Hours:	Wednesday 10:30am –11:30am & 3:00pm – 4:00pm
Class Days/Time:	Tues/Thurs 9:00am – 11:50am
Classroom:	Online
Department Office Location:	Art 116 (Virtual)
Department Website/Email:	http://www.sjsu.edu/art/ 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 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 is an introductory exploration of the fundamental concepts, methods, and history of digital media art production. The course will provide an entry level to visualization software applications, web presentation techniques, and digital based fabrication. This course is a Visual Art course and will approach media from a fine art and theoretical perspective. As we progress through the course material, we will undiscover the early history and foundations of digital media art along with contemporary examples. Students will produce artworks using currently available imaging composition, web design, and open-source software to manipulate images, create 3D objects digitally, and explore different techniques of creating digital media art. 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

Technology Intensive Online Course

This course will be taught primarily online, as such students are expected to have reliable Internet connections and devices to access online sessions and to utilize the Canvas Learning Management System (Canvas) and to access any of the online resources for the course.

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/Software

Available in CANVAS

Recommended Hardware:

- Computer Laptop/Desktop: Students are encouraged to have a computer for this course that meets system requirements for operating Adobe Photoshop and Illustrator. If no laptop is available, students have the option for rental laptop computers from SJSU IRC Equipment Loaning services.
    - PS: https://helpx.adobe.com/photoshop/system-requirements.html
    - AI: https://helpx.adobe.com/illustrator/system-requirements.html
- External Hard-Drive: Students may need to purchase a hard-drive for this class. The hard drive must be 500 GB HDD(Hard Disk Drive) or SSD (Solid State Drive). Students are encouraged to backup class works in the hard drive.
- 3-button Mouse: The use of a 3-button mouse is highly recommended.
- Recommend Headphones
- Stable Wireless Connection Recommended

Loaning Services
SJSU IRC - https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php

Mandatory Software that will be used include:

Major software products are listed here so that you may make the decision now whether you are willing to sign up for these accounts. Generally, these software packages have been vetted and are considered safe, however many of them involve online connections and content that is not controlled by the faculty member or school. This is considered fair notice, before the drop date and that there is no penalty for withdrawing from the course at this point.

1. Zoom: sjsu.edu/ecampus/teaching-tools/zoom/ - Main communication tool for the class and course content. As a synchronous online class, you will be expected to be connected and be present during online class.

2. Adobe Creative Cloud: sjsu.edu/ecampus/teaching-tools/adobe - this is provided free to students; you must sign up for an adobe account using your SJSU email and log in via enterprise option. You can download the Adobe Cloud Manager and continue to download any of the suite programs.

3. Audacity: audacityteam.org – this program is an open-source software which main function is for audio editing purposes, however we will use this in different aspects by editing image data.

4. Twine: twinery.org/ - an open-source tool used for telling interactive, nonlinear stories. You don't need to write any code to create a simple story with Twine, but you can extend your stories with variables, conditional logic, images, CSS, and JavaScript.

5. Sublime: sublimetext.com - open-source text editor that will be used to create websites using HTML5 and CSS.

6. Meshmixer: meshmixer.com - free 3D software that will be the main tool for creating remixed 3D models. The software has abilities to alter 3D models.

7. Github account: Github.com – an online repository which will host your web portfolios and link to your p5.js projects. You will need to create an account to host your projects to be shared online.

8. P5.js: p5js.org – online text-editor for JavaScript using the P5 library. You will need to use your Github account to save and share p5.js sketches and projects.

9. Discord account: discord.com – Discord will be our supplementary communication tools for group discussions and technical questions. You will need to create an account to join this private server and generate a handle to communicate.

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

#01 ~ What is New Media Art?
LO5, LO6, LO7, LO8
Compose an approximately 1000-word maximum essay with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist within those artists, in short, does your own art practice relate to these artists or no? Are there any similarities? Research New Media Artists from the web or reference from artists you know. You will need to link videos, images and/or sounds to your submitted paper. Post your essay to CANVAS and prepare to share in class.

#02 ~ Digital Image Composition
LO1, LO3, LO5, LO7, LO8
Internet culture is driven in part by images and the act of remixing. This can most readily be seen through the speed at which digital images are generated, combined, and manipulated. We will explore both raster image editing software and vector-based illustrations. In addition to your digital image(s), you are required to demonstrate one newly self-taught technique via a web tutorial. You will need to link the web tutorial with your final image and be prepared to present in class.

#03 ~ 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 images and other standard file formats (jpegs, pngs) to convert it into another? Working images, you will translate those files into another format through data-bending process using an open-source software, Audacity. Consider the conceptual basis of that conversion and how to embed meaning into an error. What does it mean to create a Glitch? You will need to post your original and glitched images to CANVAS and prepared to present in class.

#04 ~ Net Art – Twine & CSS Illustrations
LO2, LO3, LO4, LO5, LO7, LO8
Explore the possibilities of HTML (Hypertext Markup Language), create either a web narrative using Twine or create a digital illustration using CSS (Cascading Style Sheets). Develop an understanding of the capabilities of HTML5 and CSS to create visuals and story-telling elements. You will post your HTML/CSS files to CANVAS as a compressed zip folder and be prepared to share in class.

#05 ~ Portfolio
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Building on the skills that you developed in Net Art assignment, you are tasked to create a portfolio to host 6 of your own artworks (3 of them developed in this course). Develop a portfolio that you feel represents your work and you as an artist. Your site should include an about page which presents an artist statement. The site can be hosted on your own server, or through a Github repository. You will submit the web address link to your web portfolio and be prepared to present in class.

#06 ~ 3D Art
LO1, LO3, LO4, LO5, LO7, LO8
Develop an understanding of three-dimensional digital space by creating a 3D low-polygonal model using either MeshMixer, Blender, and/or Maya. The twist is that you will need to create your own 3D model by combining and remixing various 3D models found from the web to create an original “hybrid” creation. You will then be tasked to render your model through Adobe Dimensions. Your 3D remixed model(s) will require a short story behind to conceptually present your creation. You will post your 3D model(s) and renders along with the narrative to CANVAS and be prepared to share in class.

#07 ~ Code as Art
LO1, LO3, LO4, LO5, LO7, LO8
Artist statements and algorithms: how do they relate to each other? Exploring possibilities of JavaScript programming language, using the P5 library to create digital illustrations through code. Then working from the idea that code is a language that does what it says, write a program of interactive code using P5.js language and display it on the web through the web editor. You will post your JavaScript illustration's and interactive program's source code and its execution in class, and post the completed code on CANVAS.

#08 ~ Interactive Art Proposal
LO2, LO3, LO4, LO5, LO6, LO7, LO8
Demonstrate the software proficiencies you have developed in the previous assignments to propose an interactive digital artwork that will act as your final project. Levels of interactivity can be discussed. You must design a final art project to propose that you could produce by the end of the course, using the skills, knowledge, and tools 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 #8 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

Thursday May 20, 2020 - 7:15am - 9:30am

Grading Information

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

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.

Numeric grade equivalents
A plus = 100% and above
A = 99% to 93%
A minus = 92% to 90%
B plus = 89% to 88%
B = 87% to 83%
B minus = 82% to 80%
C plus = 79% to 78%
C = 77% to 73%
C minus = 72% to 70%
D plus = 69% to 68%
D = 67% to 63%
D minus = 62% to 60%
F = 59% and lower

Classroom Protocol

Projects:
• On virtual lab days students MUST come to the online Zoom session with their in-progress projects and hard-drives ready to work. A laptop or computer will be needed to use for your projects. (Refer to hardware recommendations). You should do your best to not miss out and be present for the full duration of virtual lab days and Zoom class for one-on-one reviews and check-ins.

• If you are late to submit an assignment, you will be knocked one letter down (A -> B) unless provided a reasonable reason for late submission. 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 to 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 present 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 point 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.

Art 74, Section 04 / Intro to Digital Media Art, Spring 2021

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines *(If appropriate, add extra column(s) to meet your needs.)*
0	TH 1/28	**Course Introduction / Review Syllabus** CANVAS, Creative Cloud
1	T 2/2	**Introductions and Discord Groups** What is New Media Art? Essay Assignment Intro & Lecture
1	TH 2/4	**Digital Image Composite I** Adobe Photoshop Lecture & Tutorial
2	T 2/9	**Digital Image Composite II** Breakout Group Review – What is New Media Art? Essay Adobe Illustrator Lecture & Tutorial **Assignment #1 Due: What is New Media Art? Essay** *2/8 - Last Day to Drop Courses without an Entry on Student's Permanent Record*
2	TH 2/11	**Digital Image Composite III** Photoshop and Illustrator Export Tutorials Preview Glitch Art Lab Activity - In-class demos, tutorials and peer-to-peer workshop
3	T 2/16	**Glitch Art I** Breakout Group Review – Digital Image Composite Glitch Art Lecture & Tutorial **Assignment #2 Due: Digital Image Composite** *2/15 - Last Day to Add Courses & Register Late*
3	TH 2/18	**Glitch Art II** Preview Twine & Sublime Lab Activity - In-class demos, tutorials and peer-to-peer workshop
4	T 2/23	**Net Art I - Twine** Breakout Group Review – Glitch Assignment Net Art Lecture & Tutorial **Assignment #3 Due: Glitch Art**
4	TH 2/25	**Net Art II - CSS Illustrations** Introduction to HTML/CSS using Sublime Lab Activity - In-class demos, tutorials and peer-to-peer workshop
5	T 3/2	**Web Portfolio I** Breakout Group Review – Twine/CSS Illustrations HTML5/CSS Cheat sheet tutorials **Assignment #4 Due: Twine/CSS Illustration**
5	TH 3/4	**Web Portfolio II** Bootstrap CSS Template Introduction Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
6	T 3/9	**Web Portfolio III** Introduction to Github – Make an Account / Github Desktop

Week	Date	Topics, Readings, Assignments, Deadlines *(If appropriate, add extra column(s) to meet your needs.)*
		Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
6	TH 3/11	**Web Portfolio IV** Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
7	T 3/16	**3D Art I** Breakout Group Review – Web Portfolios 3D Lecture & Meshmixer Tutorial **Assignment #5 Due: Web Portfolio**
7	TH 3/18	**3D Art II** Advanced Meshmixer Tutorial Preview Adobe Dimensions Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
8	T 3/23	**3D Art III** Adobe Dimensions Tutorial Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
8	TH 3/25	**3D Art IV** Preview P5.js Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
9	T 3/30	***Spring Break NO CLASS**** *March 29 – April 2nd*
9	TH 4/1	***Spring Break NO CLASS**** *March 29 – April 2nd*
10	T 4/6	**Code as Art I** Breakout Group Review – 3D Remixed Objects P5.js Lecture & Tutorial **Assignment #6 Due: 3D Art**
10	TH 4/8	**Code as Art II** Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
11	T 4/13	***ATC Field Trip *NO CLASS* -- Extra Credit***
11	TH 4/15	**Code as Art III** Debrief from ATC Breakout Group Review – P5.js illustration Advanced Tutorials in P5.js Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects **Assignment #7.1 Due: P5.js Illustration**
12	T 4/20	**Code as Art IV** Advanced Tutorials in P5.js Preview Final Interactive Art Proposals

Week	Date	Topics, Readings, Assignments, Deadlines *(If appropriate, add extra column(s) to meet your needs.)*
		Lab Activity - In-class demos, tutorials and peer-to-peer workshop.
12	TH 4/22	**Open Lab Day** Lab Activity - In-class demos, tutorials and peer-to-peer workshop.
13	T 4/27	**Final Interactive Art Proposal I** Breakout Group Review – 3D Remixed Objects Research and project development / one-on-one meetings Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects **Assignment #7.2 Due: P5.js Interactive Program**
13	TH 4/29	**Final Interactive Art Proposal II** One-on-One Proposal meetings Lab Activity - In-class demos, tutorials and peer-to-peer workshop
14	T 5/4	**Final Individual Project Proposals** Individual projects + 3-page PDF paper. Lab Activity – Final Individual Project I **Assignment #8 Due: Interactive Art Proposal**
14	TH 5/6	Lab Activity – Final Individual Project
15	T 5/11	**Demo Presentations I** Lab Activity – Final Individual Project
15	TH 5/13	**Demo Presentations II** Lab Activity – Final Individual Project **In-Class Presentations and Critique**
Final Exam 16	TH 5/20	**Thursday May 20, 2020 - 7:15am - 9:30am** **In-Class Presentations and Critique** **Assignment #9 Due: Individual Projects Due**