

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

Course and Contact Information

Instructor:	James Morgan
Office Location:	Art Building 325
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Email:	james.morgan@sjsu.edu
Office Hours:	Monday 3:15-5:15 pm
Class Days/Time:	M/W 3:00-5:50 PM
Classroom:	Art 241

Units: 3

Course Description

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 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 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.

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 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

Posted to Canvas, see below.

Course Web Materials

ART 74 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

phone: [\(408\) 808-2094](tel:(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](tel:408-924-4320), art@sjsu.edu

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 a artist within those artist. Score your essay on Turnitin. Post

your essay to CANVAS. You are encouraged to link to videos, images, sounds and other media to support your findings.

(see reading posted 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.

#03 ~ Meme Mashup

LO1, LO3, LO4, LO5, LO7, LO8

Remix: Internet meme's drive culture today. Create a work of art using multiple current meme's 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 structure 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 Sketchup or Pepakura. 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.

#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 and be hosted on the University's servers. Your portfolio should include the five completed works for this class as well as 5 previous works.

#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 the Processing programming language. You will show your source code and its execution in class, and post the completed code on 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 Examination or Evaluation

Wed May 13, 1215- 1430 in class, Final Project + presentation and portfolio, 20% of grade.

Grading Information

Graded Assignments, due dates and %'s

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

Due Date Assignment % pts

Jan 29, What is New Media Art?	10%
Feb 12, Glitch Art	10%
Feb 19, Meme Mashup	10%
Feb 26, Game	10%
Mar 11, 3D	10%
Mar 16, Net Art	10%
Apr 6, Portfolio	10%
Apr 22, Code as Art	10%
May 13, Final + presentation	20%

TOTAL 100%

Determination of Grades

- Grades will be determined based on the sum of the 9 projects and according to the % chart which follows
- Extra credit options may be offered or requested.
- Late work may be graded down if submitted within a reasonable time, or not accepted if submitted too late.

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.

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Technology Intensive Course

It is required that students will produce work for this class on a computer. If you do not have your own computer, do not have a powerful enough computer, or the software that is used, you have access to the CADRE computer labs and the University Computers to do your work on. If you do not have access to a modern computer and the software we are using it is not possible to pass this class. It is important for students to understand that there will be times when you will have to come into the lab outside of class time to complete assignments.

Classroom Protocol

- Students are responsible for coming to the lab to complete assignments or using their own computer. Computer use and software is made available to students, it is your responsibility to take advantage of this or to purchase your own machines and software.
- 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.

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 3/ [Intro to Digital Media Art] Spring Semester 2020

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan 27	Course Introduction / Overview of Syllabus CANVAS, Creative Cloud
1	Jan 29	Intro: What is New Media Art? Introduction to technique, aesthetics, nomenclature and examples Due: What is New Media Art?
2	Feb 3	Intro to pixel based image with Adobe Photoshop
2	Feb 5	Intro to vector based image with Adobe Illustrator
3	Feb 10	Moar Adobe Photoshop
3	Feb 12	Due: Glitch
4	Feb 17	Intro to Meme Mashup
4	Feb 19	Due: Meme Mashup
5	Feb 24	Intro to Game
5	Feb 26	Due: Game
6	Mar 2	Intro to 3D
6	Mar 4	Intro to net/art, continue 3D
7	Mar 9	Lab Work on net/art & 3D
7	Mar 11	Due: 3D
8	Mar 16	Due: Net Art
8	Mar 18	Intro to Portfolio
9	Mar 23	Work on assignment Portfolio
9	Mar 25	Work on assignment Portfolio
10	----	Spring Break
11	April 6	In-class presentation and critiques of Portfolio / Due: Portfolio Intro to Code as Art
11	April 8	Code as Art I Processing and Code

Week	Date	Topics, Readings, Assignments, Deadlines
		Getting Started With Processing Ch. 1, 2, and 3 Processing Self Portrait
12	April 13	Code as Art II Getting Started With Processing Ch. 4 and 5 Students will work in-class on their coding projects
12	April 15	Code as Art III Getting Started With Processing Ch. 5 and 6 Students will work in-class on their coding projects
13	April 20	Code as Art IV Students will work in-class on their coding projects
13	April 22	In-class presentation and critiques of Assignment #08 Due: Code as Art
14	April 27	Intro to AI
14	April 29	Intro to ML / Wekinator
15	May 4	GAN art/ AI Art // Intro to Final project
15	May 6	Lab activity - Final projects Students will work in-class on their Final projects
16	May 11	Lab activity - Final projects Students will work in-class on their Final projects
Final Exam	Wed May 13, 12:15-14:30	In-class presentation and discussion of Final Students will present their Final project in class Due: Final