

## Art 104 ~ Interdisciplinary Seminar in Digital Media

Department of Art & Art History  
San José State University  
Spring 2020

<b>Instructor:</b>	G. Craig Hobbs
<b>Class Days/Time:</b>	Tuesdays 3:00pm – 5:45pm
<b>Classroom:</b>	Art 241
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<b>Office Location:</b>	Art 319
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<b>Office Hours:</b>	Thursday 10am – Noon
<b>Department Office Location:</b>	Art 116
<b>Department Website/ Email:</b>	<a href="http://www.sjsu.edu/art/">http://www.sjsu.edu/art/</a> <a href="mailto:art@sjsu.edu">art@sjsu.edu</a>

### Description

Tracing the cultural and technological transformations emerging from digital technology and networked societies in the 21st century, Interdisciplinary Seminar in Digital Media (ISDM) addresses the history and theories of contemporary new media and digital art through reading, writing, seminar discussion and academic research. We will focus on themes at the intersection of art, technology and culture to address human and network flows, cybernetics/ cyberspace, hackers, computer vision, artificial intelligence, VR, social media and video games. Students will participate in seminar through weekly student-lead presentations, written reading responses and a culminating research paper addressing the seminar themes and topics while exploring new critical territories.

### Student Learning Objectives

Upon completion of this course, students will be able to:

<b>LO1</b>	Analyze and discuss digital media art and culture through weekly readings
<b>LO2</b>	Author weekly written responses to the assigned course readings and topics
<b>LO3</b>	Prepare and present reading presentations and lead seminar discussion
<b>LO4</b>	Undertake creative research and analysis of digital media art and culture
<b>LO5</b>	Demonstrate a working vocabulary of digital media culture and technologies
<b>LO6</b>	Expound upon cultural, historical, and newly emerging contexts for digital media art through academic research and creative collaboration
<b>LO7</b>	Write a research prospectus and 5-7 page, edited and proof-read research paper using standard citation methods (Chicago Manual of Style)

## **Course Reader/ Texts**

The course readings will be provided online in PDF format. It is your responsibility to download the course readings in a timely manner. If for any reason you are unable to download and open the course readings, please contact the professor immediately.

## **Course Website/ Canvas Course Management System**

Copies of course materials - the syllabus, readings and course updates - are available via the SJSU Canvas course management system (CMS) <https://sjsu.instructure.com/>  
<https://sjsu.instructure.com> All assignments must be submitted via the Canvas CMS only. All written paper papers must be submitted in PDF format only. Canvas will be used for announcements and any changes to the course schedule and readings. Please confirm your Canvas works by viewing the syllabus announcement during the first day of class.

## **Classroom Protocol**

Students are expected to complete assigned readings on time, in advance of the date they are discussed in seminar. The course schedule provides dates, topics, and assignments due on the day they are listed in the schedule, unless otherwise noted. As a seminar course, participation is required. You are expected to attend class and will be required to participate in in-class dialogue through group discussion, student-lead reading presentations and ongoing dialogue related to the current topics of seminar discussion. Assigned reading responses are due as a PDF file on Canvas at the beginning of class.

*Laptop/ tablet computers are allowed in seminar for note-taking.* If laptop use becomes a distraction to group seminar discussion, laptop use will be limited and/ or prohibited.

*Cellular phones are not allowed to be used in the classroom during the seminar.*

## **Course Assignments**

### **Student Reading Presentation + Seminar Participation = 25%**

It is required that you participate regularly in seminar discussion. The course includes engaged group dialogue and student-lead presentations on the assigned readings, along with visual materials. Students will be assessed based upon their individual level of engagement in seminar and the quality of student-lead presentations presented in class.

### **Weekly Reading Responses = 50% (10 x 5% each response)**

Required weekly reading and writing assignments must be submitted on the day they are due. Students will submit a double-spaced typed written response per reading assignment (see course schedule for details). Reading responses will illustrate your brief summary of, along with your questions and challenges to, the text. Please use paragraph format, and spell-check - no bullet points. Reading responses will be assessed based upon quality and specificity of your response, as well as attention to key ideas from the assigned readings.

### **Final Paper and Research Presentation = 25%**

The class will conclude with a 5-7 page research and visual presentation. Final papers and research projects must demonstrate comprehension of, and engagement with, at least two of the primary seminar themes and topics. Academic research leading to the final presentation will begin mid-semester although you are encouraged to begin thinking about your research interests early on in preparation for your research prospectus.

## Grading Policy/ Rubric

**A = 100 - 90% ~ Excellent** = Student exhibits exemplary effort at comprehension and application of the course materials. Quality of writing and participation is exceptional.

**B = 89 - 80% ~ Average** = Student completes assignments, and demonstrates a grasp of key creative and technical concepts. Student participates actively in seminar discussion.

**C = 79 - 70% ~ Below Average** = Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. The work lacks creative and aesthetic effort. The work is underdeveloped and/or incomplete.

**D = 69 - 60% ~ Unsatisfactory** = Student does not complete the work as assigned. Substantial problems exist in student's work, including poor grammar and lack of editing.

**F = < 60% ~ Fail** = Student does not submit work, or work is below unsatisfactory level.

## Late Work Policy

Work is considered late if posted after the due date/time. The default time for submission of work is the beginning of class, unless specified otherwise in the schedule. For each day the work is late (marked each 24 hours by the day and time of original deadline), the work decreases by half a grade (a B+ goes to B-, a B- to a C+, etc.)

## Art and Art History Library Liaison

The Art and Art History library liaison is **Gareth Scott**, a resource for academic and creative research. You may contact Gareth via email at [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu) or via phone (408) 808-2094 at the Dr. Martin Luther King, Jr. Library/ 4<sup>th</sup> Floor

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

## 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 located online ~ <http://www.sjsu.edu/gup/syllabusinfo/>

## SJSU University Policy S16-9

“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.”

# Art 104 Course Schedule Spring 2020

Note: Assignments are due on the day listed in the schedule, unless otherwise noted. If you have any questions, contact the professor *in advance of the due date*.

**Important notes regarding page #'s and reading requirements are in green.**

Week	Date	Topics, Assignments, Deadlines
1	01/28	<b>Introductions, course intro, Canvas CMS, readings, questions</b> Review readings 1) How to Read + 2) How to Talk
2	02/04	<b><u>Human Flow</u></b>  Watch <i>Human Flow</i> part I by Ai Weiwei, 2017 <a href="https://www.amazon.com/Human-Flow-Ai-Weiwei/dp/B075VJNKZC">https://www.amazon.com/Human-Flow-Ai-Weiwei/dp/B075VJNKZC</a>  Discussion, lecture, presentation, student presentations sign-up sheet  <b>Assignment due = 1-page viewing response PDF due 02.07.20</b>
3	02/11	<b><u>Networks &amp; Data Flow</u></b>  Read excerpt from chapter, Flows of attention and data from <i>Digital Media Ecologies: Entanglements of Content, Code and Hardware</i> by Sy Taffel <b>Read Pgs 85-94 paragraphs highlighted in Green of the PDF file</b>  Discussion, visual lecture, student presentations  <b>Assignment due = 1-page reading response PDF on above reading</b>
4	02/18	<b><u>Cybernetics</u></b>  Read <i>Norbert Wiener's Vision: The Impact of "the Automatic Age" on Our Moral Lives</i> by Terrell Ward Bynum <b>Read all quotes highlighted in Green in the PDF file</b>  Read the Introduction to the 1989 edition of Norbert Wiener's <i>The Human Use of Human Beings: Cybernetics and Society</i> <b>Read pages 11 - 23 of the PDF file, not the book itself</b>  Discussion, visual lecture, student presentations  <b>Assignment due = 2-page reading response PDF on above readings</b>

Week	Date	Topics, Assignments, Deadlines
5	02/25	<p><b><u>Cyberspace</u></b></p> <p>Read chapter Why Cyberspace?, from <i>Control and Freedom Power and Paranoia in the Age of Fiber Optics</i> by Wendy Hui Kyong Chun  <b>Read Pgs 45 - 59 of the PDF file, not the book itself</b></p> <p>Read <i>The Valley and the Predator</i> by Ingrid Burrington  <a href="https://rhizome.org/editorial/2017/jan/19/bit-plane/">https://rhizome.org/editorial/2017/jan/19/bit-plane/</a></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 2-page reading response PDF on above readings</b></p>
6	03/03	<p><b><u>Hackers</u></b></p> <p>Read excerpt from <i>The Exploit: A Theory of Networks</i> by Alexander R. Galloway and Eugene Thacker  <b>Pgs 81 - 85 of the PDF file</b></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 1-page reading response PDF on above reading</b></p>
7	03/10	<p><b><u>Machine Intelligence/ Facial Recognition</u></b></p> <p>Read <i>Invisible Images (Your Pictures Are Looking at You)</i> by Trevor Paglen  <a href="https://thenewinquiry.com/invisible-images-your-pictures-are-looking-at-you/">https://thenewinquiry.com/invisible-images-your-pictures-are-looking-at-you/</a></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 1-page reading response PDF on above reading</b></p>
8	03/17	<p><b><u>Nothing is Free</u></b></p> <p>Read Jaron Lanier's <i>We're Being Enslaved by Free Information</i>  <a href="https://spectrum.ieee.org/podcast/computing/networks/jaron-lanier-were-being-enslaved-by-free-information">https://spectrum.ieee.org/podcast/computing/networks/jaron-lanier-were-being-enslaved-by-free-information</a></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 1-page reading response PDF on above reading</b></p>

Week	Date	Topics, Assignments, Deadlines
9	03/24	<p><b><u>Pattern Discrimination</u></b></p> <p>Read <i>A Sea of Data: Pattern Recognition and Corporate Animism</i> by Hito Steyerl  <b>Pg 1-21 of the of the PDF file</b></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 1-page reading response PDF on above reading</b></p> <p><b>Final Paper and Project Assignment given online in PDF format. Be prepared to describe the proposed topic for your paper in class on 04/07</b></p>
10	03/31	<p><b>Spring Break Holiday ~ No Class!</b></p>
11	04/07	<p><b><u>Alternating Realities</u></b></p> <p>Read excerpt from <i>Landscapes of Empire in Metal Gear Solid V: The Phantom Pain</i> by Soraya Murray  <b>Read entire PDF/ Essay</b></p> <p>Read excerpt from <i>Persuasive Games: The Expressive Power of Videogames</i> by Ian Bogost  <b>Read Pgs 2 - 13 of the PDF file</b></p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 2-page reading response PDF on above readings</b></p>
12	04/14	<p><b><u>How to Do Nothing</u></b></p> <p>Read excerpt from <i>How to Do Nothing: Resisting the Attention Economy</i> by Jenny Odell</p> <p>Read excerpt from <i>Emergent Strategy: Shaping Change, Changing Worlds</i> by Adrienne Maree Brown</p> <p>Discussion, visual lecture, student presentations</p> <p><b>Assignment due = 2-page reading response PDF on above readings</b></p> <p><b>Assignment due = Present paper topics with peer feedback in class</b></p>

<b>Week</b>	<b>Date</b>	<b>Topics, Assignments, Deadlines</b>
13	04/21	<b>Final Paper/ Presentation Workshop</b> Chicago Manual of Style citation quick guide and presentation formats
14	04/28	<b>Watch <i>Human Flow</i> part II by Ai Weiwei, 2017</b> <a href="https://www.amazon.com/Human-Flow-Ai-Weiwei/dp/B075VJNKZC">https://www.amazon.com/Human-Flow-Ai-Weiwei/dp/B075VJNKZC</a>
15	05/05	<b>Final presentations</b> Final praxis-oriented research paper presentations Final 5-7 page paper <b>due no later than May 14<sup>th</sup></b>
16	05/07	<b>Final presentations</b> Final praxis-oriented research paper presentations Final 5-7 page paper <b>due no later than May 14<sup>th</sup></b>
<b>Final Exam</b>		<b>Final Exam</b> Thursday, May 14 <sup>th</sup> 2:45am – 5pm The final exam is a 5-7 page written paper and research project <b>due no later than Thursday, May 14<sup>th</sup></b>
<i>Note: This schedule is subject to change. You will be notified of any changes in a timely manner. Any changes will not affect your ability to complete the assigned coursework.</i>		