

San José State University
Department of Art and Art History
Introduction to Digital Media Art, Art 74, Section 01, Fall, 2020

Course and Contact Information

Instructor(s):	Lacey Nein
Office Location:	Online
Telephone:	n/a
Email:	Lacey.nein@sjsu.edu
Office Hours:	Friday 12:00pm-1:00pm or by appointment
Class Days/Time:	Monday/Wednesday 9:00am-12:00pm
Classroom:	Online via Zoom (link found on Canvas http://sjsu.instructure.com)

Course Description

This course will explore fundamental concepts and methods of digital media art production. It introduces 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 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 digitally 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

Online Course

This course requires access to a computer which can support Adobe software and internet. If needed laptops are available to check out through the IT services in IRC. Links provided below. They are available to extended checkout for the semester.

IT services checkout: <https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php>

Mandatory Software that will be used include:

- #1 Adobe Photoshop and Illustrator: sjsu.edu/ecampus/teaching-tools/adobe (free)
- #2 p5.js: p5js.org
- #3 Github account: Github.com
- #4 Sublime: sublimetext.com
- #5 Meshmixer: meshmixer.com
- #6 Audacity: audacity.com

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, ect. Can be found on [Canvas Learning Management System course login website](#) at <http://sjsu.instructure.com>. You are responsible for regularly checking in with canvas. For help using Canvas see [Canvas Student Resources page](http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources) (http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources)

Program Information

The BFA Concentration in Digital Media Art teaches technical, creative, and critical thinking skills to empower our students as problem solvers and innovators in the field of digital technology. Students graduating from the program develop real-world skills in graphics, programming, digital video, interaction design, and computer game design using a wide range of tools, technologies, and techniques. Our curriculum is hands-on, providing project-oriented learning in collaborative workshop environments.

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 HTML5/ CSS3.

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

Required texts and readings

Assigned readings will be made available online on Canvas in PDF format or handed out in class.

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](tel:408-924-4320), art@sjsu.edu

Course Requirements and Assignments

#01 What is New Media Art?

5% of grade

Write an essay of approximately 1500 words with at least 3 examples of artists that *you* feel represent New Media Art and are interesting to you. Frame your own work and interests as an artist within those artists and how you might want to incorporate New Media into your own art practice. 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 Spicy Meme Mashup

5% of grade

Remix: Meme's have been a part of human culture for centuries, but with the emergence of the Internet the meme has transformed the way we look and understand images. Create a new meme using current or past meme formats to create a dialogue on a topic that is meaningful to your life and as an artist. Write a short 500-word essay on what this new meme means to you.

#03 Glitch in the meaning

10% of grade

The Glitched Aesthetic: Explore the aesthetic of breaking file formats. By breaking .bmp or .tif, using Audacity to convert and degrade a file, it is possible to create something unique and beautiful. Working with a file that you have created, that has meaning to you, break down that file to something conceptual and meaningful. By using Audacity, you will learn to break .bmp and .tif files to explore the beauty and form of glitch art. Write a short 500-word essay on your process and concept.

#04 3D Object Remix

10% of grade

Just as 2d images can be mixed together using Photoshop, it is now possible to do with 3d objects. By using 3 to 5 OBJ models that you find from the Internet, mix them together using Meshmixer. Create two new 3d object that are different in form. Documentation that includes screenshots and a short 500-word writeup will be uploaded to Canvas.

#05 Net.art Project

10% of grade

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. Write a short 500-word essay on your process and concept.

#06 Creative Coding

10% of grade

Use p5.js to create an interactive art piece that is responsive and interactive. You will show your source code and its execution in class and post the completed code on canvas. Write a short 500-word essay on your process and concept.

#07 Portfolio

15% of grade

Building on the skills that you developed in the net.art and creative coding assignment, create a portfolio with 10 of your own work. 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 two works from this class, including the creative coding project.

#08 Final Project

20% of grade

Create a piece utilizing the skillsets that you've obtained throughout the semester. This project can either be a completely new idea or taking one of your previous works to another level of iteration. The final project will be presented in class during the final.

Along with the final project there will be a 3-page paper that you will explain the conceptual and aesthetic choices within your work, along with an artist statement. In this paper you will dive into your thought process and briefly describe the techniques you used to create the final project (2 pages) and the artist statement (1 page). Post a portfolio link to the artwork hosted on your website. Submit the written portion as a PDF on Canvas.

Participation

15% of grade

Some of the techniques and software in this class can be a hard topic to grasp and understand, since it can be very technical. Because of this it is very important to show up to class every day. Besides showing up to class on time it is also important to complete all required readings, speak up in class if you have any questions. Last importantly, engage and support each other during critique, so that everyone can grow and learn to create art through the different medias.

Final Examination or Evaluation

December 15 via zoom, Final Project and 3 page paper, 20% of grade.

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

Grading Information

Graded Assignments, due dates and %'s

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

- Participation- 15%
- What is New Media Art - 5%
- Spicy Meme Mashup - 5%
- Glitch in the Meaning - 10%
- 3d Object Mashup - 10%
- Net Art project- 10%
- Code as Art- 10%
- Portfolio - 15%
- Final project- 20%
- TOTAL 100%**

Students are required to submit all course assignments on Canvas. Students **must** also be present for project critiques: **critiques are not optional.**

*All assignments must be presented on the due date. Late assignments will be accepted no more than 2 weeks after the due date, but with a letter grade reduction and no class critique.

*All projects are evaluated based on their conceptual content, technical proficiency, and presentation according to the criteria provided below. Grading Criteria:

Determination of Grades

A: Excellence

The student fully commits to their project, both conceptually and technically. The final work created not only meets the criteria, but it exceeds it. The student demonstrates a full understanding of the course content and can apply that understanding in making original work with their own personal style.

B: Above Average

The student shows an understanding of the expected criteria for the assignment, and a sincere attempt to engage the conceptual framework. The quality of the project is good but not stellar. Technical understanding is demonstrated but has room for improvement.

C: Average

The student demonstrates a limited understanding of the conceptual framework of the assignment, and/or technical execution is underdeveloped with issues that could have been addressed in class or during office hours. The work would improve if more time and/or attention was dedicated to the project.

D: Below Average

The student only shows the slightest understanding of the assignment and can only demonstrate a cursory understanding of the intent of the assignment. There is a general failure to follow the intended nuance of the assignment. The project can only be described as something that needs a great deal of work before it is considered something that is complete and meeting the requirements.

Numeric grade equivalents:

93% and above	A
92% - 90%	A minus
89% - 88%	B plus
87% - 83%	B
82% - 80%	B minus
79% - 78%	C plus
77% - 73%	C
72% - 70%	C minus
69% - 68%	D plus
67% - 63%	D
62% - 60%	D minus
below 60%	F

“This course must be passed with a C- or better as a CSU graduation requirement.”

Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.

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 can shape the ways in which the course unfolds.

Classroom Protocol

* 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.

* All phones, games, or other electronic devices that generate sound and/or pictures must be turned off during class. If devices become over distracting, they will be asked to be shut off or put away.

* Since every student is entitled to full participation in class without interruption, all students are expected to come to class prepared and on time and remain for the full class period. If you need to leave early, discuss with the professor ahead of time.

University Policies

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.

Student Technology Resources

Computer labs and other resources for student use are available in:

- Associated Students Print & Technology Center at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at <http://library.sjsu.edu/about/spartan-floor>
- Student Computing Services at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>

- Computers at the Martin Luther King Library for public at large at <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

University Policies

All the information relevant to university policies can be found at: <http://www.sjsu.edu/gup/syllabusinfo/>

Workload and Credit Hour Requirements

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 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

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>

Art 74 / Intro to Digital Media Art, Fall 2020

Course Schedule

Course Schedule

Week/ Module	Date	Topics, Readings, Assignments, Deadlines
1/1	8/19	Course introduction and review syllabus Canvas, Zoom, and Adobe Creative Cloud
2/1	8/24	Intro: What is New Media Art? Introduction to techniques, aesthetics, artists, and nomenclature.
2/2	8/26	Intro: Meme Mashup Class discussion on What is New Media Art assignment. Introduction to Adobe Photoshop, Illustrator, and history of the meme.

Week/ Module	Date	Topics, Readings, Assignments, Deadlines
		Due: What is New Media Art?
3/2	8/31	Review Photoshop and Illustrator. In-class activity: How to create a GIF.
3/3	9/2	Intro: Glitch in the Meaning Possibilities for Glitches – Audacity and breaking files. <i>In class critique for Meme Mashup.</i> Due: Meme Mashup
4	9/7	*~*~ Holiday Labor Day ~*~*
4/3	9/9	Answer questions on glitching and lab time. In-class activity: Creating GIF with glitches.
5/4	9/14	Intro: 3D Object Remix Introduce 3d artists, go over Meshmixer, and working with 3D objects. <i>In class critique for Glitch in the Meaning.</i> Due: Glitch in the Meaning
5/4	9/16	Go over Meshmixer and working with 3D objects. Introduce New Art City.
6/4	9/21	<i>In class critique for 3D Object Remix. Walk through New Art City</i> Due: 3D Object Remix
6/5	9/23	Intro: Net.art Brief overview of web design, Net Art, and Github
7/5	9/28	Basic structure for HTML5 and CSS3.
7/5	9/30	Review any HTML5 or CSS3 questions. Go over Github pages.
8/5	10/5	Lab time for websites
8/5	10/7	<i>In class critique for Net Art.</i> Due: Net Art
9/6	10/12	Intro: Creative coding Introduce Artists and p5.js introduction. Shapes & colors.
9/6	10/14	Go over how to Draw in p5.js https://www.youtube.com/playlist?list=PLRqwX-V7Uu6Zy51Q-x9tMWIv9cueOFTFA <i>Review before class.</i> Due: p5.js self-portrait
10/6	10/19	Go over how to Animate in p5.js. https://www.youtube.com/playlist?list=PLRqwX-V7Uu6Zy51Q-x9tMWIv9cueOFTFA . <i>Review before class.</i> Due: p5.js interactive sketch
10/6	10/21	Go over Interaction in p5.js. Online Zoom meetup @ 12:00pm https://www.youtube.com/playlist?list=PLRqwX-V7Uu6Zy51Q-x9tMWIv9cueOFTFA <i>Review before class.</i> Due: p5.js Altered example
11/6	10/26	Workday for p5.js project. Any requested tech demos with p5.js.

Week/ Module	Date	Topics, Readings, Assignments, Deadlines
11/6	10/28	<i>In class critique for Code as Art.</i> Due: Final p5.js sketch
12/7	11/2	Intro: Portfolio HTML5 and CSS3 refresher and discuss portfolios.
12/7	11/4	Go over Flexbox and Bootstrap
13/7	11/9	How to integrate p5.js into website. Refresh Github pages
13/7	11/11	<i>*~*~Holiday Veterans day~*~*</i>
14/8	11/16	In progress critique and debugging for portfolio.
14/8	11/18	Due: Portfolio <i>In class critique for Portfolio.</i>
15/9	11/23	Intro: Final Project
15/9	11/25	Thanksgiving Break!
16/9	11/30	Discuss ideas and concepts for final project.
16/9	12/2	Discuss ideas and concepts for final project. Demos to help improve final projects
17/9	12/7	<i>In progress critique of final project.</i>
Final Exam	12/15	Final exam critique at 7:15am-9:30am

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