

San José State University
Department of Art and Art History
Art 74, #44990, Introduction to Digital Media Art, Section 05, Fall 2020

Course and Contact Information

Instructor(s):	Tyler Stannard
Office Location:	Art 311 – Virtual
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Virtual Office Hours:	T 1:30pm – 3:00pm
Class Days/Time:	T/Th 9:00am – 11:50am
Classroom:	Online
Department Office Location:	Art 116 (Virtually)
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 or LMS) 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

Readings prescribed will be 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 laptops from SJSU 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:

1. Zoom: sjsu.edu/ecampus/teaching-tools/zoom/
2. Adobe Creative Cloud (Illustrator/Photoshop/Dimensions): sjsu.edu/ecampus/teaching-tools/adobe
3. Audacity: audacityteam.org
4. Sublime: sublimetext.com
5. W3Schools Bootstrap 4: <https://www.w3schools.com/bootstrap4/>
6. Meshmixer: meshmixer.com
7. P5.js: p5js.org
8. Github account: [Github.com](https://github.com)

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

Compose an approximately 1500-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. 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 paper. Submit and post your essay to CANVAS for peer review.

#02 ~ Digital Image Composition ~ Meme Mashup

LO1, LO3, LO5, 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 and using preexisting meme conventions. In addition, you are required to demonstrate one newly self-taught technique via the web of a Youtube tutorial and post the link and your final image presented in class and posted to CANVAS.

#03 ~ Intro to Web Development

LO2, LO3, LO4, LO5, LO7, LO8

Build an understanding of HTML and create a website to present your “What is New Media Art?” essay and digital image composition from previous assignments. Transfer your previous assignments on to a website using HTML5 to host images, text, and links. Website will be submitted as a link or compressed folder of HTML files and content. Your websites will be shared in class and posted to CANVAS.

#04 ~ 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 and a found image from the web, translate those files into another format through data-bending and consider the conceptual basis of that conversion. Images and original files will be presented in class and posted to CANVAS.

#05 ~ 3D Art Remix

LO1, LO3, LO4, LO5, LO7, LO8

Develop an understanding of three-dimensional digital space by creating a 3D hybrid model using either MeshMixer, Blender, and/or Maya. You will create your own 3D model by combining various 3D modeled objects found from the web to create an original remix. You will then be tasked to render your model through

Adobe Dimensions and upload your remixes to New Art City, a virtual gallery space online. You will need to create a conceptual brief history about the object/hybrid, by writing a short narrative for your object. Your 3D model and narrative will be viewed in class via New Art City and submitted to CANVAS.

#06 ~ 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 to create digital illustrations through code. Then working from the idea that code is a language that does what it says, write two pieces of interactive code using P5.js language and display it on the web through the web editor. You will share your source code and its execution in class, and post the completed code on CANVAS.

#07 ~ Portfolio

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

Building on the skills that you developed in web development to create a portfolio with 10 of your own works. 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 five works from this class, and five works outside of class. We will present portfolios in class and on CANVAS.

#08 ~ Interactive Art Proposal

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

Demonstrate the software proficiencies you developed in the previous assignments to propose an interactive digital artwork that will act as your final project. You must design a final art project to propose that you could produce by the end of the course, using the skills and knowledge 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

Wednesday Dec 9, 2020 - 7:15am - 9:30am

“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

Assignment #1 10%
Assignment #2 10%
Assignment #3 10%
Assignment #4 10%
Assignment #5 10%
Assignment #6 15%
Assignment #7 10%
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 = 93% to 99%

A minus = 92% to 90%

B plus = 89% to 88%

B = 83% to 87%

B minus = 80% to 82%

C plus = 78% to 79%

C = 73% to 77%

C minus = 70% to 72%

D plus = 68% to 69%

D = 63% to 67%

D minus = 62% to 60%

F = 59% and lower

Classroom Protocol

Projects:

- On virtual lab days (see the course outline chart for the dates), 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 points 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) (<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) (<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 05 / Intro to Digital Media Art, Fall 2020

Course Schedule

Week/Lesson /Module	Date	Topics, Readings, Assignments, Deadlines (If appropriate, add extra column(s) to meet your needs.)
0	TH 8/20	Course Introduction / Review Syllabus CANVAS, Criterion, Creative Cloud Review of course software Intro to New Media Art Introduction to technique, aesthetics, nomenclature and examples
1	T 8/25	Intro to Digital Image Composite I Adobe Photoshop, raster images, selections, layers, effects, composite, blend modes, mask Assignment #1 Due: What is New Media Art?
1	TH 8/27	Intro to Digital Image Composite II Adobe Illustrator, vector, shapes, colors, selections, layers, effects, text, paths <i>Last day to drop with "w"</i>
2	T 9/1	Intro to Web Design – HTML 5/ CSS Assignment #2 Due: Photoshop and Illustrator <i>Last day to add course and late registration</i>
2	TH 9/3	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
3	T 9/8	Intro to Glitch Art – Audacity Introduction to glitch aesthetics, technique, and examples Assignment #3 Due: HTML 5 Website
3	TH 9/10	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
4	T 9/15	Intro to 3D Art and Remixing - Meshmixer Manipulating, combing, importing and exporting 3D objects Assignment #4 Due: Glitch Art
4	TH 9/17	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
5	T 9/22	Introduction to Adobe Dimensions 3D Model export/import methods, rendering, post processing
5	TH 9/24	Upload 3D Models to NewArtCity – Virtual Gallery Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects

Week/Lesson /Module	Date	Topics, Readings, Assignments, Deadlines <i>(If appropriate, add extra column(s) to meet your needs.)</i>
6	T 9/29	Intro to p5.js P5.js web editor, setup, shapes, variables, color, self-portraits Assignment #5 Due: 3D Art Remix Final Render
6	TH 10/1	Advanced p5.js Interactivity, drawing, for loops, and arrays Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
7	T 10/6	Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects Assignment #6.1 Due: P5.js self-portraits Assignment #6.2 Due: Digital Illustration
7	TH 10/8	Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
8	T 10/13	Generative Coding in p5.js Bounce code, draw loops, classes Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects Assignment #6.3 Due: Interactive Drawing App
8	TH 10/15	Portfolios – Intro to Web Portfolios and Design Bootstrap, margin, padding, styles, and fonts Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects
9	T 10/20	Introduction to Bootstrap CSS Template Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects Assignment #6.4 Due: Interactive Splash Art
9	TH 10/22	Introduction to Github Uploading html/css files to online repo Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
10	T 10/27	ATC Presentation Field Trip Assignment #6.4 Due: Interactive Splash Art
10	TH 10/29	Final Interactive Art Proposal 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
11	T 11/3	Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects Assignment #7 Due: Portfolio
11	TH 11/5	One-on-One Proposal meetings Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects
12	T 11/10	Final Individual Project Proposals Individual projects + 3-page PDF paper. Lab Activity – Final Individual Project I

Week/Lesson /Module	Date	Topics, Readings, Assignments, Deadlines (If appropriate, add extra column(s) to meet your needs.)
		Assignment #8 Due: Interactive Art Proposal
12	TH 11/12	Lab Activity – Final Individual Project
13	T 11/17	Lab Activity – Final Individual Project
13	TH 11/19	Demo Presentations II Lab Activity – Final Individual Project
14	T 11/24	Demo Presentations II Lab Activity – Final Individual Project
14	TH 11/26	<i>Thanksgiving Break – NO CLASS</i>
15	T 12/1	Lab Activity – Final Individual Project In-Class Presentations and Critique
15	TH 12/3	Lab Activity – Final Individual Project In-Class Presentations and Critique
Final Exam	W 12/9	Wednesday Dec 9, 2020 - 7:15am - 9:30am In-Class Presentations and Critique Assignment #9 Due: Individual Projects Due