

San José State University
Department of Art and Art History
Art 210, Seminar in Digital Media Art, Fall 2020

Course and Contact Information

Instructor:	Rhonda Holberton
Office Location:	ART 319 (will be holding office hours via Zoom)
Telephone:	(408) 924-4348
Email:	rhonda.holberton@sjsu.edu
Office Hours:	Tue/Thur 10:45-11:30
Class Days/Time:	Tu 3:00PM - 5:45PM
Prerequisites:	Graduate Standing or instructor permission
Classroom:	Online via Zoom
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu
Course Format:	Seminar

Course Description

Theoretical discourse involving art and information culture. Review and analysis of contemporary theory and critical literature. Emphasis on collaborative activities and art practice.

This course will focus on alternative exhibitions spaces; past, present, and future. Discussions will explore the interplay of technology, culture, and economics with exhibition platforms and artists' own practices. We will begin with a brief history of alternative art spaces focusing on the emergence of many in the 1960s-70s. Then we will focus on the ways digital/remote viewership of exhibitions has resulted in everything from white wall galleries in the middle of farms to bedroom galleries in urban centers. The last third of the class will focus on digital platforms; with attention paid to the ways recent events (COVID & Civil Rights Protests) have impacted traditional art markets.

Course Format

Technology Intensive, Hybrid, and Online Courses

This course will be taught online. Students will need access to a computer with internet connection, camera, & speaker/microphone.

Canvas and Course Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through Canvas to learn of any updates. For help with using Canvas see [Canvas Student Resources page](http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources) at http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources.

Course Learning Outcomes (CLO)

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

1. Undertake academic research as artists and cultural producers
2. Author essays on artworks, readings and individual research topics
3. Prepare visual presentations, lead and participate in graduate seminar discussion
4. Create, develop and exhibit artworks using digital media while addressing cultural, historical, sociopolitical, technological, and/or aesthetic aspects of their work
5. Explore and publish in newly emerging contexts for exhibition of digital and new media artworks including online galleries, magazines and 3D/ virtual worlds
6. Engage in seminar dialogue relevant to the mediums of digital and new media art including topics of globalization, technology and the arts in the early 21st century

Required Texts/Readings

Textbook

There is no textbook for this course. All Readings will be provided via Canvas.

Other Readings

- Bishop, Claire. Antagonism and Relational Aesthetics. OCTOBER 110, Fall 2004, pp. 51–79. (30 pages)
- Jack Burnham. Notes on Art & Information Processing. Software Information Technology Its New Meaning for Art [catalogue]. (10-14 pages)
- Kaiser, Phillip, and Miwon Kwon. “End of the Earth and Back.” Ends of the Earth: Land Art to 1974, Prestel, 2012, pp. 17–31.
- “The Emergence of Dual Sites.” Peer Pressure: Essays on the Internet by an Artist on the Internet, by Brad Troemel, Link Editions, 2011, pp. 67–70.
- Terroni, Cristelle. “The Rise and Fall of Alternative Spaces.” Books & Ideas, Books & Ideas, 7 Oct. 2011, (12 pages)
- Goldstein, Andrew M. “How Leo Castelli Remade the Art World.” Artspace, 11 Feb. 2013,
- Lippard, Lucy R. “Escape Attempts.” Six Years: the Dematerialization of the Art Object from 1966 to 1972 ..., Univ. of California Press, 2007, pp. Vii-xxii. (17 pages)

Library Liaison

Gareth Scott

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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:4089244320), art@sjsu.edu

Course Requirements and Assignments

1. **Guests:** We will visit (remotely) with directors of alternative spaces in San Francisco, Los Angeles, & New York (others TBD). Students will be expected to research each visitor and submit at least one question you have for them to Canvas before the meeting.
2. **Readings & Presentations:** Graduates will use content from short assigned readings to produce collaborative slide presentations that we will use to guide weekly class discussions.
3. **Studio Visits:** We will hold virtual 2 studio visits with each throughout the semester. Participation in group critiques is essential.
4. **Exhibition Proposals:** Students will use the readings, conversations with visiting professionals, class discussions, and their own research to draft a proposal for an exhibition of their own work utilizing alternative exhibition tactics.

Assignment	Grade %
Guest Lecture Preparation & Participation	20
Readings & Presentations	20
Studio Visits Preparation & Presentation)	20
Exhibition Proposals	20
Final Project	20

“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

Final Project: will work to create a collaborative exhibition based on student proposals. Students will draft individual artists statements that respond to the material in class, as well as collaborate on an exhibition statement.

Grading Information

A = 100 - 90% Exceptional.

Overall - The student's presented work demonstrates an exceptionally clear understanding of the concerns of their practice in terms of its professional excellence; is exceptionally original in its exhibition of practice and research; deploys comprehensive and outstandingly innovative critical analyses of the concerns and contexts of their practice; utilise source material highly effectively in order to achieve the original and self-directed objectives of their individual practice and research.

Writing - Essays demonstrate highly original independent research advancing the student's understanding and contextualisation of their key concerns; comprehensively and rigorously analyse the relevant sources to establish a well-articulated independent critical position; clearly demonstrate that the adopted mode of writing enables the rigorous articulation of an independent and imaginative critical position.

B = 89 - 80% Above Average

Overall - The student's presented work: demonstrates a high degree of understanding the concerns of their practice in terms of its professional excellence; is highly original in its exhibition of practice and research; deploys comprehensive and highly innovative critical analyses of the concerns and contexts of their practice; utilises source material effectively in order to achieve the original and self-directed objectives of their individual practice and research.

Writing - Essays demonstrate highly original independent research advancing the student's understanding and contextualisation of their key concerns; rigorously analyse the relevant sources to establish a very well-articulated independent critical position; clearly demonstrates that the adopted mode of writing enables the clear articulation of an independent and imaginative critical position.

C = 79 - 70% Average

Overall - The student's presented work: demonstrates a good understanding the concerns of their practice in terms of its professional excellence; is very original in its exhibition of practice and research; deploys comprehensive and innovative critical analyses of the concerns and contexts of their practice; utilises source material well in order to achieve the original and self directed objectives of their individual practice and research.

Writing - Essays clearly demonstrate independent research advancing the student's understanding and contextualisation of their key concerns; clearly analyses the relevant sources to establish an independent critical position; demonstrates that the adopted mode of writing enables a good articulation of an independent or imaginative critical position.

D = 69 - 60% Unsatisfactory

Overall - The student's presented work: demonstrates an attempt to understand the concerns of their practice in terms of its professional excellence; is lacking in exhibition of practice and research; attempts critical analyses of the concerns and contexts of their practice; utilises source material in order to meet the bare minimum of self-directed objectives of their individual practice and research.

Writing - Essays demonstrate independent research and basic understanding and contextualisation of the student's concerns; analyse the relevant sources to establish an informed critical position; demonstrate that the adopted mode of writing articulates a critical or independent position.

F = < 60% Fail

Overall - The student's presented work: does not demonstrate any understanding of the concerns of their practice in terms

of its professional excellence; fails to address its exhibition of practice and research; deploys little critical analyses of the concerns and contexts of their practice; does not utilize source material appropriately or critically.

Writing - Essays do not demonstrate independent research or contextualisation of their concerns; fail to analyse the relevant sources to establish a critical position; do not demonstrate that the adopted mode of writing enables the articulation of a critical or independent position

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
<i>A plus</i>	<i>96 to 100</i>	<i>96 to 100%</i>
<i>A</i>	<i>93 to 95.9</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>90 to 92.9</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>86 to 89.9</i>	<i>86 to 89 %</i>
<i>B</i>	<i>83 to 85.9</i>	<i>83 to 85%</i>
<i>B minus</i>	<i>80 to 82.9</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>76 to 79.9</i>	<i>76 to 79%</i>
<i>C</i>	<i>73 to 75.9</i>	<i>73 to 75%</i>
<i>C minus</i>	<i>70 to 72.9</i>	<i>70 to 72%</i>
<i>D plus</i>	<i>66 to 69.9</i>	<i>66 to 69%</i>
<i>D</i>	<i>63 to 65.9</i>	<i>63 to 65%</i>
<i>D minus</i>	<i>60 to 62.9</i>	<i>60 to 62%</i>

Late work will be accepted for partial credit.

Classroom Protocol

Online Class Protocol

Students are required to attend scheduled class meetings and engage in meaningful dialogue. All classes will meet via Zoom during the regular class hours. This will be a small and highly participatory class; please turn on your video. All sessions will be recorded and uploaded to Canvas.

Zoom Meeting Transcripts

Zoom allows participants to communicate with group messages to all of the meeting participants and/or to send private messages to individual participants. Although it seems reasonable that private messages stay between two people, please be aware that all of the group messages and all private messages will be included in the meeting transcript.

Email

Canvas messaging is the fastest way to reach me. All emails MUST include Art 210 in the subject line for priority filtering. Expect a reply within 1-2 business days (Monday-Friday). Emails sent directly that don't include Art 210 in the subject won't be answered as quickly.

Attendance

Show up on time. If you need to miss a class, let me know ahead of time and tell me what you will do to make up the missed work and when you will turn it in.

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 210-01, Seminar in Digital Media Art, Fall 2020, Course Schedule

**This calendar is subject to change. Students are responsible for checking the Calendar in Canvas for updates*

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug 25	Course introduction. Critique practices. Schedule Critiques. Due: In-Class Assignment 5 Pillars
2	Sep 1	Student Presentations Previous Work & 3 Examples of Inspirational Artists Due: Intro Reading
3	Sep 8	Collaborative Reading Presentation & Discussion Due: Reading 1 Studio Visit 1A – Critique and Discussion
4	Sep 15	Collaborative Reading Presentation & Discussion Due: Reading 2 Studio Visit 1B – Critique and Discussion
5	Sep 22	Collaborative Reading Presentation & Discussion Due: Reading 3 Studio Visit 1C – Critique and Discussion
6	Sep 29	Guest Lecture & Group Discussion Due: Guest Research & 1 Discussion Question
7	Oct 6	Collaborative Reading Presentation & Discussion Due: Reading 4 Studio Visit 2A – Critique and Discussion
8	Oct 13	Collaborative Reading Presentation & Discussion Due: Reading 5 Studio Visit 2B – Critique and Discussion

9	Oct 20	Collaborative Reading Presentation & Discussion Due: Reading 6 Studio Visit 2C – Critique and Discussion
10	Oct 27	Guest Lecture & Group Discussion Due: Guest Research & 1 Discussion Question
11	Nov 3	Review/Discussion: Draft Final Project Proposals Due: Draft Project Proposal
12	Nov 10	One-on-One Meetings & Exhibition Development
13	Nov 17	One-on-One Meetings & Exhibition Development
14	Nov 24	Project Presentations, Critique & Discussion
15	Dec 1	Project Presentations, Critique & Discussion
Final Exam*	Fri 12/11	14:45-17:00 Final Exam