

San José State University
Department of Art and Art History
Art 74, Introduction to Digital Media Art, Section 01, Fall 2021

Course and Contact Information

Instructor:	Yolande Harris
Office Location:	Online
Telephone:	Email preferred
Email:	yolande.harris@sjsu.edu
Office Hours:	Thursday 12:00-1:00 pm
Class Days/Time:	Mondays and Wednesdays 9:00 – 11:50 am
Classroom:	Online, see canvas course

Course Format

This course will take place online with regular class meetings held via Zoom and course materials supplied through Canvas <http://sjsu.instructure.com>. There will be a combination of synchronous and asynchronous activities. This course is technology intensive, students will need a reliable internet connection, regular access to a computer able to run the Adobe Suite and a variety of other software that is available for free online, links and information on these programs will be outlined during the course.

Course Description

This course will explore fundamental concepts and methods of digital media art production. It provides an introduction to digital art, web presentation techniques and production of digital artworks. We will explore both conceptually and technically what it means to manipulate images and create objects digitally. This course is a visual art course and will approach media from a fine art and theoretical perspective. Students will produce artworks using current software for imaging, web design, sound and more. We will explore the conceptual and technical aspects of creating and manipulating digital images and objects, as well as digital spaces and social experiences. 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 Learning Outcomes

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 programming languages 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 culture

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

This class will engage with a variety of academic journal articles, news articles, and webpages. All required readings will be freely accessible via the class Canvas page.

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 or via phone (408) 808-2094 at the Dr. Martin Luther King, Jr. Library/ 4th 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

Course Requirements

Students are required to attend all of the lectures, participate in all class workshops and labs, participate in class critiques of fellow student work, complete all of the assignments and the final project. Work needs to be handed in by the specified due dates and uploaded to the Canvas course website.

Each of the 8 assignments will be worth 10% of the grade – total 80%

Final assignment will be worth 20% of the grade – total 20%

TOTAL 100%

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on.

Assignments

#01 ~ What is New Media Art?

LO4, LO5, LO6, LO7, LO8

To begin our introduction into new media art, you will be writing a 1000 word essay including at least 3 different new media artists that you feel relate to your own artwork or the type of artwork you would like to make. Your paper must include links and images to media samples of the artist's work.

#02 ~ Glitch Art

LO1, LO3, LO4, LO5, LO7, LO8

To better understand the foundations upon which digital media is made, we will be exploring what happens when we intentionally corrupt these foundations. This project will be based on intentionally glitching jpeg, png, mp3 and other common file formats by modifying them in programs meant for other file types (e.g. modifying an image in a text editor).

#03 ~ Meme Mashup

LO1, LO3, LO4, LO5, LO6, 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 raster-based image editing software Adobe Photoshop and remix/meme culture by creating a series of memes by researching using preexisting meme conventions.

#04 ~ Making Images Move - GIF animations

LO1, LO5, LO7, LO8

Moving images surround us every day in multiple environments and are the basis for a whole variety of digital art works. We will look at how digital environments are created out of moving images by exploring the vector-based image editing software Adobe Illustrator and using Photoshop to create a series of GIF animations.

#05 ~ Sound Art

LO3, LO4, LO5, LO7, LO8

Sound art is a major form of creation in digital art and deals with questions of listening, sounding and activism. Using open-source audio software Audacity, we will learn how to record and edit basic sounds into a composition on sound memories.

#06 & #07 ~ ~ Portfolio

LO1, LO2, LO3, LO5, LO6, LO7, LO8

Using the programming languages HTML and CSS, we will develop an artist website that will house a portfolio of 10 works as well as an about page. Your portfolio should look like professional showcase of your artistic work. Your portfolio should include 5 completed works for this class as well as 5 previous works.

#08 ~ Code as Art

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

Having begun our exploration of code in projects 6 and 7, we will continue to investigate code and its relationship to larger practice of artistic experiments through [P5.js](#). The presentation of this work will include both a visual representation of the code as well as the source code of the piece.

Final #09 ~ Final Project

LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8

Create a work of art using a combination of the ideas and techniques covered in this course. Final projects will be presented in a virtual format of your choosing and should take into account the format of the work and its audience. In addition to making a final piece, you will also write an artist statement and a description of the conceptual basis and technical process of your project.

Grading Information

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.

Work needs to be handed in by the specified due dates and uploaded to the Canvas course website. Late work will not be accepted, unless there are exceptional circumstances in prior consultation with the instructor. Extra credit options may be offered or requested.

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
<i>A plus</i>	<i>960 to 1000</i>	<i>96 to 100%</i>
<i>A</i>	<i>930 to 959</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>900 to 929</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>860 to 899</i>	<i>86 to 89 %</i>
<i>B</i>	<i>830 to 859</i>	<i>83 to 85%</i>
<i>B minus</i>	<i>800 to 829</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>760 to 799</i>	<i>76 to 79%</i>
<i>C</i>	<i>730 to 759</i>	<i>73 to 75%</i>
<i>C minus</i>	<i>700 to 729</i>	<i>70 to 72%</i>
<i>D plus</i>	<i>660 to 699</i>	<i>66 to 69%</i>
<i>D</i>	<i>630 to 659</i>	<i>63 to 65%</i>
<i>D minus</i>	<i>600 to 629</i>	<i>60 to 62%</i>

Classroom Protocol

As this course will be taking place online through Zoom and Canvas, students must understand proper netiquette and remain mindful of these issues throughout the course. Resources and conversations about these issues will be part of the first week of class. Generally, while synchronous meetings will occur every week and will include peer conversation and evaluation, the lecture content of these meetings will also be made available for asynchronous engagement.

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.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90-5 at <http://www.sjsu.edu/senate/docs/S90-5.pdf>. More detailed information on a variety of related topics is available in the SJSU catalog, at <http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html>. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars

webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](#) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](#) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](#), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](#) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](#) is available at <http://www.sjsu.edu/studentconduct/>.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make 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](#) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](#) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See [University Policy S14-7](#) at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.

Student Technology Resources

Computer labs for student use are available in the [Academic Success Center](#) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the

Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. 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.

SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide 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 Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

Art 74 / Introduction to Digital Media Art, Fall 2021

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	M 8/23	Introductions and Orientation
1	W 8/25	#01 ~ What is New Media Art? - Intro
2	M 8/30	#01 ~ What is New Media Art?
2	W 9/1	#01 ~ What is New Media Art? (Project Due)
3	M 9/6	LABOR DAY – NO CLASS
3	W 9/8	#02 ~ Glitch Art – Intro
4	M 9/13	#02 ~ Glitch Art
4	W 9/15	#02 ~ Glitch Art (Project Due)
5	M 9/20	#03 ~ Meme Mashup
5	W 9/22	#03 ~ Meme Mashup
6	M 9/27	#03 ~ Meme Mashup (Project Due)
6	W 9/29	#04 ~ Making Images Move
7	M 10/4	#04 ~ Making Images Move
7	W 10/6	#04 ~ Making Images Move (Project Due)
8	M 10/11	#05 ~ Sound Art - Intro
8	W 10/13	#05 ~ Sound Art
9	M 10/18	#05 ~ Sound Art (Project Due)
9	W 10/20	#06 ~ Portfolio - Intro
10	M 10/25	#06 ~ Portfolio
10	W 10/27	#06 ~ Portfolio
11	M 11/1	#07 ~ Portfolio

Week	Date	Topics, Readings, Assignments, Deadlines
11	W 11/3	#07 ~ Portfolio
12	M 11/8	#07 ~ Portfolio (Project Due)
12	W 11/10	#08 ~ Code as Art - Intro
13	M 11/15	#08 ~ Code as Art
13	W 11/17	#08 ~ Code as Art (Project Due)
14	M 11/22	Final Project Intro
14	W 11/24	THANKSGIVING BREAK – NO CLASS
15	M 11/29	Final Project
15	W 12/1	Final Project
16	M 12/6	Final Project (Project Due)
Final Exam	W 12/9	7:15-9:30 am: online Final Project uploaded to Canvas