

San José State University
Department of Art & Art History
Art 74, 24493, Introduction to Digital Media Art, Section 04, Fall 2021

Course and Contact Information

Instructor:	David Bayus
Office Location:	Art 311- Virtual
Telephone:	N/A
Email:	david.bayus@sjsu.edu
Office Hours:	Friday 11am-1pm
Class Days/Time:	Tues/Thurs 4:00pm - 6:50pm
Classroom:	Online

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) 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 the Canvas learning management system course website. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor) to learn of any updates.

Course Description

This course is an introduction to the practices and theoretical approaches used to produce the content and structure of digital media art. Students will learn to use a variety of computer programs including Adobe Photoshop, Illustrator, and After Effects. 3d modeling programs such as Blender and procedural means of image generation such as CSS will be introduced as well. Along with developing a practical level of digital literacy, students will learn the history of computer mediated art along with exposure to contemporary new media artists working in a wide range of practices. Throughout this course, students will be asked to design, create, and composite digital assets as they explore the fluidity and diversity of digital media at large, the impact of technology on entertainment, economics, and politics, and how they pertain to and effect their own artistic practice.

Course Learning Outcomes (CLO)

Upon completion of this course students will be able to:

LO1 Use Adobe Software to generate images and videos for web and print

LO2 Learn effective use of HTML 5/ CSS

LO3 Use free, open-source 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

Available on CANVAS

Recommended Hardware:

- Computer Laptop/Desktop: Students are encouraged to have a computer for this course that meets system requirements for operating Adobe image and video software. If no laptop is available, students have the option for rental laptop computers from SJSU IRC Equipment Loaning services.
 - o PS: <https://helpx.adobe.com/photoshop/system-requirements.html>
 - o AI: <https://helpx.adobe.com/illustrator/system-requirements.html>
 - o AE: <https://helpx.adobe.com/after-effects/system-requirements.html>
- <https://www.blender.org/download/requirements/>
- External Hard-Drive: Students will 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 strongly 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:**

Major software products are listed here so that you may make the decision now whether you are willing to sign up for these accounts. Generally, these software packages have been vetted and are considered safe, however many of them involve online connections and content that is not controlled by the faculty member or school. This is considered fair notice, before the drop date and that there is no penalty for withdrawing from the course at this point.

1. Zoom: sjsu.edu/ecampus/teaching-tools/zoom/ - Main communication tool for the class and course content. As a synchronous online class, you will be expected to be connected and be present during online class.
2. Adobe Creative Cloud: sjsu.edu/ecampus/teaching-tools/adobe - this is provided free to students; you must sign up for an adobe account using your SJSU email and log in via enterprise option. You can download the Adobe Cloud Manager and continue to download any of the suite programs.
3. Blender– this program is an open-source 3D software , however we will also use this in different aspects by editing geometry data through a procedural node editor.
4. Twine: twinery.org/ - an open-source tool used for telling interactive, nonlinear stories. You don't need to write any code to create a simple story with Twine, but you can extend your stories with variables, conditional logic, images, CSS, and JavaScript.
5. Sublime: sublimetext.com - open-source text editor that will be used to create websites using HTML5 and CSS.
6. Meshmixer: meshmixer.com - free 3D software that will be the main tool for creating remixed 3D models. The software has abilities to alter 3D models.
7. Github account: [Github.com](https://github.com) – an online repository which will host your web portfolios and link to your p5.js projects. You will need to create an account to host your projects to be shared online.
9. Discord account: discord.com – Discord will be our supplementary communication tools for group discussions and technical questions. You will need to create an account to join this private server and generate a handle to communicate.

Library Liaison (Optional)

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, art@sjsu.edu

Course Requirements and Assignments

#01 ~ New Media Art & YOU!

Compose an 500-word maximum essay with at least 2 examples of artists that you feel represent New Media Art and contextualize your own work as an artist within those artists. In short, does your own art practice relate to these artists or no? Are there any similarities? 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 submitted paper. Post your essay to CANVAS and prepare to share in class.

#02 ~ Digital Image Composition (Photoshop & Illustrator)

Internet culture is driven in part by images and the act of remixing. This can most readily be seen through the speed at which digital images are generated, combined, and manipulated. We will explore both raster image editing software and vector-based illustrations. In addition to your digital image(s), you are required to demonstrate one newly self-taught technique via a web tutorial. You will need to link the web tutorial with your final image and be prepared to present in class.

#03 ~Coded Motion (After Effects)

Working with assets created in the previous project, how can we begin to break apart the composition and create an image in motion? Using After Effects, you will convert raster and vector images into workable layers where motion will be applied by both manual and procedural means using basic javascript. What does it mean to create an image in motion? You will need to post your videos to CANVAS and prepared to present in class.

#04 ~ 3D Art (Blender)

Develop an understanding of three-dimensional digital space by creating a 3D low-polygonal model using either MeshMixer and/or Blender. The twist is that you will need to create your own 3D model by combining and remixing various 3D models found from the web to create an original “hybrid” creation. You will then be tasked to render your model through Blender. Your 3D remixed model(s) will require a short story behind to conceptually present your creation. You will post your 3D model(s) and renders along with the narrative to CANVAS and be prepared to share in class.

#05 ~ Procedural Objects

Continuing our dive into the 3rd dimension, you will learn how to create objects procedurally using Blender’s procedural geometry node editor. Then using what we cover in our class demos, build your own node tree and render the result. You will post both the rendered image and a screen grab of your node tree on CANVAS

#06 ~ Net Art – (Twine & CSS Illustrations)

Explore the possibilities of HTML (Hypertext Markup Language), by creating either a web narrative using Twine or create a digital illustration using CSS (Cascading Style Sheets). Develop an understanding of the capabilities of HTML5 and CSS to create visuals and story-telling elements. You will post your HTML/CSS files to CANVAS as a compressed zip folder and be prepared to share in class.

#07 ~ Portfolio

Building on the skills that you developed in Net Art assignment, you are tasked to create a portfolio to host 6 of your own artworks (3 of them developed in this course). Develop a portfolio that you feel represents your work and you as an artist. Your site should include an about page which presents an artist statement. The site can be hosted on your own server, or through a Github repository. You will submit the web address link to your web portfolio and be prepared to present in class.

#08 ~ Art Proposal

Demonstrate the software proficiencies you have developed in the previous assignments to propose a 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, knowledge, and tools 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.

Final projects proposed from assignment #8 will be presented in-class. 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

Monday Dec. 13th @ 2:45-5:00pm

Grading Information

Assignment #1 5% Assignment #2 10% Assignment #3 10% Assignment #4 10% Assignment #5 10%
Assignment #6 10% Assignment #7 10% Assignment #8 5% Assignment #9 20% Participation 10%

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 = 99% to 93%

A minus = 92% to 90%

B plus = 89% to 88%

B = 87% to 83%

B minus = 82% to 80% C plus = 79% to 78% C = 77% to 73%

C minus = 72% to 70% D plus = 69% to 68% D = 67% to 63%

D minus = 62% to 60% F = 59% and lower

Classroom Protocol

Projects:

- On virtual lab days 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.
- 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 point 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.

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](http://info.sjsu.edu/static/catalog/policies.html) 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](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/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](http://www.sjsu.edu/advising/) 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), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “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.”
 - It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
 - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “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](http://www.sjsu.edu/senate/docs/S07-2.pdf) 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](http://www.sjsu.edu/studentconduct/) 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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) 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](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Art 74, Section 04 / Intro to Digital Media Art, Fall 2021

Week	Date	Topics, Readings, Assignments, Deadlines
0	TH 8/19	Course Introduction / Review Syllabus CANVAS, Creative Cloud, Discord, New Media Art & YOU! Essay Assignment Intro

Week	Date	Topics, Readings, Assignments, Deadlines
1	T 8/24	<p>Class Introductions</p> <p>Assignment #1 Due: New Media Art & You! Group discussion & Faculty Artist Talk</p>
1	TH 8/26	<p>Digital Image Composite I</p> <p>Adobe Photoshop Lecture & Tutorial</p>
2	T 8/31	<p>Digital Image Composite II</p> <p>Adobe Illustrator Lecture & Tutorial</p> <p><i>2/8 - Last Day to Drop Courses without an Entry on Student's Permanent Record</i></p>
2	TH 9/2	<p>Digital Image Composite III</p> <p>Photoshop and Illustrator Export Tutorials</p> <p>Preview After Effects</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p>
3	T 9/7	<p>Coded Motion I</p> <p>Breakout Group Review – Digital Image Composite // AE Lecture & Tutorial // Importing Assets into AE from PS & AI Assignment #2 Due: Digital Image Composite 2/15 - Last Day to Add Courses & Register Late</p>
3	TH 9/9	<p>Coded Motion II</p> <p>Expressions (javascript) Crash Course</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p>
4	T 9/14	<p>3D Art I</p> <p>Introduction to Blender</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p> <p>Assignment #3 Due: Coded Motion</p>
4	TH 9/16	<p>3D Art II</p> <p>Meshmixer demo and importing models to Blender</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p>
5	T 9/21	<p>3D Art III</p> <p>Basic Lighting and Rendering</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>

Week	Date	Topics, Readings, Assignments, Deadlines
5	TH 9/23	<p>3D Art IV</p> <p>Lab Activity -peer-to-peer workshop. Students will work in class on their assigned projects</p>
6	T 9/28	<p>Procedural Objects I</p> <p>Introduction to Blender Geometry Nodes —Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p> <p>Assignment #4 Due: 3D Art</p>
6	TH 9/30	<p>Procedural Objects II</p> <p>Geometry Node Cont.—Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
7	T 10/5	<p>Procedural Objects III</p> <p>Geometry Node Cont.—Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
7	TH 10/7	<p>Procedural Objects IV</p> <p>Advanced Meshmixer Tutorial Preview Blender Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
8	T 10/12	<p>Net Art I - Twine</p> <p>Breakout Group Review – Procedural Objects Assignment // Net Art Lecture & Tutorial</p> <p>Assignment #5 Due: Procedural Objects</p>
8	TH 10/14	<p>Net Art II- CSS Illustrations</p> <p>Introduction to HTML/CSS using Sublime Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p>

Week	Date	Topics, Readings, Assignments, Deadlines
9	T 10/19	<p>Web Portfolio I</p> <p>Breakout Group Review – Twine/CSS Illustrations HTML5/CSS Cheat sheet tutorials</p> <p>Assignment #6 Due: Twine/CSS Illustration</p>
9	TH 10/21	<p>Web Portfolio II</p> <p>Bootstrap CSS Template Introduction</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
10	T 10/26	<p>Web Portfolio III</p> <p>Introduction to Github – Make an Account / Github Desktop // Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
10	TH 10/28	<p>Web Portfolio IV</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop. Students will work in class on their assigned projects</p>
11	T 11/2	<p>Open Lab Day</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop.</p> <p>Assignment #7 Due: Portfolio</p>
11	TH 11/4	<p>Final Art Proposal I</p> <p>Breakout Group Review – 3D Remixed Objects</p> <p>Research and project development / one-on-one meetings</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop Students will work in class on their assigned projects</p>
12	T 11/9	<p>Final Art Proposal II</p> <p>One-on-One Proposal meetings</p> <p>Lab Activity - In-class demos, tutorials and peer-to-peer workshop</p>
12	TH 11/11	Veteran’s Day—No Class

Week	Date	Topics, Readings, Assignments, Deadlines
13	T 11/16	Final Project Proposals III Individual projects + 3-page PDF paper. Lab Activity – Final Individual Project I Assignment #8 Due: Art Proposal
13	TH 11/18	Lab Activity – Final Individual Project
14	T 11/23	Lab Activity – Final Individual Project
14	TH 11/25	Thanksgiving—No Class
15	T 11/30	Presentations I In-Class Presentations and Critique
15	TH 12/2	Presentations II In-Class Presentations and Critique
16		
Final Exam	M 12/13	Online 2:45-5:00pm