San José State University
Department of Art and Art History
Art 74 Section 2 Intro to Digital Media Art
Fall Semester 2021

Course and Contact Information

Instructor:	**James Morgan**
Office Location:	Art 325 / Online
Email:	james.morgan@sjsu.edu (preferred contact)
Office Hours:	Wed Noon – 2pm
Class Days/Time:	M/W 2:15pm – 5:05pm
Classroom:	Art 241, & Zoom
Prerequisites:	

Units: 3

Course Description

Fundamental concepts and methods of Digital Media production. Introduction to visualization software applications and web presentation techniques.

Course Format

Technology Intensive, Online Studio Course with twice weekly meetings.

Course Description

This course will explore the 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 pure 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 in print 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 (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 Understand the basics 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 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

Available in CANVAS

Required Readings

Additional reading will be made available in CANVAS.

Course Web Materials

- ART74 Course materials on-line on the SJSU Canvas site for the course at**: https://sjsu.instructure.com**. Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.

Other technology requirements

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.

ADOBE Creative Cloud - this is provided free to students; you must sign up for an adobe account using your SJSU email and log in via the enterprise option. You can then download the Adobe Cloud Manager and continue to download any of the suite of programs.
https://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html

discord.com - this communication tool requires you to create an account. You can then join our semi-private server. You will have control over what handle we see and will be able to easily communicate with your group and the class.

github.com - you will need to create an account but are then able to host projects and collaborate with others as well as host public web pages. This is where our portfolios will live.

Minecraft - you will need an active Java Edition account for your computers platform for Minecraft, you can borrow one from a friend or relative, and I have a few that I can loan if you contact me early

in the semester. Otherwise you will need to buy a license for $26.95. https://www.minecraft.net/en-us/store/minecraft-java-edition

editor.p5js.org - you will need to make an account to store your files, this will only work with an internet connection.

weebly.com – you will make an account to create a site to host your first portfolio. The advantage of this site is that it is very easy to add and edit pages and to create new sites.

runwayml.com - we will be using several features of this site and running different Machine Language algorithms, this site gives you some free credits, but if you choose to run more (for a project) you may need to pay for additional credits.

Library Liaison

Gareth Scott
email: gareth.scott@sjsu.edu
phone: (408) 808-2094
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices
Art and Art History Resources: **https://libguides.sjsu.edu/Art**

Course Requirements and Assignments

#01 ~ What is New Media Art?
LO5, LO6, LO7, LO8
Write an essay of approximately 1500 words with at least 3 examples of artists that you feel represent New Media Art and contextualize your own work as an artist. Score your essay on Turnitin and make sure it is less than 10%. Post your essay to CANVAS. You are encouraged to link to videos, images, sounds and other media to support your findings.

Read the following link and include Mark Tribe's definition of New Media Art, you may cite and propose an alternate definition, but you should discuss why it is better in comparison to Tribe.

http://atc.berkeley.edu/201/readings/New%20Media%20Art%20-%20Introduction%20-%20Mark%20Tribe%20-%20Brown%20University%20Wiki.pdf (also in CANVAS)

#02 ~ 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, translate that file into another format and consider the conceptual basis of that conversion. What are the political implications of file formats?

#03 ~ Meme Mashup
LO1, LO3, LO4, LO5, LO7, LO8
Remix: Internet meme's drive culture today. Create a work of art using multiple current memes and combine them together to create a unique statement.

#04 ~ Game
LO1, LO3, LO4, LO5, LO7, LO8
Minecraft: Explore ideas of virtual and real, digital and public in the online environment of Minecraft. What makes data an object and how does the environment and context effect meaning. Create an aesthetic culturally relevant object within the environment.

#05 ~ 3D
LO1, LO3, LO4, LO5, LO7, LO8
Sculpture: Extract and finish objects from the virtual environment of Minecraft. 3D print these data objects and objects created in elsewhere. Document and present the objects and make the source files downloadable.

#06 ~ Net Art
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Net/Art: Using HTML and CSS, create a web narrative that tells an interesting story engaging contemporary discourse in a poetic way. This is not a traditional website.

#07 ~ Portfolio
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Building on the skills that you developed in the Net/Art assignment, develop a portfolio of 10 works as a webpage including an about page. Your portfolio should look professional, use bootstrap and be hosted on GitHub. Your portfolio should include the five completed works for this class as well as 5 previous projects.

#08 ~ Code as Art
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Artist statements and algorithms: how do they relate to each other? Working from the idea that code is *a*

language that does what it says, write a piece of working code using HTML 5/ CSS, or P5js. Use this to engage contemporary technological or art issues. You will show your source code and its execution in class and post the completed code /project to CANVAS.

#09 ~ AI/ML for Artists
LO1, LO2, LO3, LO4, LO5, LO7, LO8
Artificial Intelligence and what it means in the context of human intelligences and in relation to science fiction and contemporary news. We will look at Machine Learning algorithms and use a few algorithms as tools to make art.

Final

#10 ~ Final Project + Presentation
LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
Create a work of digital media art using the ideas and techniques you learned in Art 74. Final projects will be presented in-class in physical and/or virtual form. Post a portfolio link to the artwork and a PDF in 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 practica. Other course structures will have equivalent workload expectations as described in the syllabus."

Final Evaluation

Thurs, Dec 9; 12:15-2:30

"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."

<u>Grading Information</u>

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

<u>Determination of Grades</u>

Your coursework will be assessed according to the following rubric:

A = 10 - 9 ~ Excellent. Work exhibits exemplary effort at comprehension and analysis of the required materials. All written and creative work is lucid and engaging.
B = 8   ~ Good. Work completes assignment and demonstrates a grasp of the key themes of each topic, but not all. Detail, creativity and critical analysis are present.
C = 7   ~ Satisfactory. Work completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. Student performs little or no creativity or analysis. Problems exist: the work is underdeveloped or incomplete.
D = 6   ~ Unsatisfactory. Work does not complete the work as assigned. Substantial problems exist in student's work.
F < 6   ~ Fail. Student does not submit work, or work is below unsatisfactory level.

All work will be peer reviewed when it is due, this may be in a formal critique or online feedback. Final evaluation of the work will take peer feedback into account based on the rubric.

Relative weight of course requirements:

Sep 1,	New Media Art?	10%
Sep 8,	Glitch Art	10%
Sep 15,	Meme Mashup	10%
Sep 22,	Game	10%
Sep 29,	3D	10%
Oct 6,	Net Art	10%
Oct 20,	Portfolio	10%
Nov 10,	Code as Art	10%
Nov 22,	AI/ML	10%
Dec 9,	Final	10%

Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.

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

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

"All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades." See University Policy F13-1 at http://www.sjsu.edu/senate/docs/F13-1.pdf for more details.

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 have the opportunity to shape the ways in which the course unfolds.

Department Advising

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: http://www.sjsu.edu/art/ or the Art & Art History department office in ART(H)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Please make sure that you have a space that you will not be otherwise disturbed that you can meet in, if you situation does not permit this, please let me know.

University Policies

Per University Policy S16-9 *(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), 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.

Course Schedule

Art 74/Section 02: Intro to Digital Media Art Fall Semester 2021

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug 23	Course Introduction / Overview of Syllabus CANVAS, Creative Cloud, Group Forming Intro: What is New Media Art? Introduction to technique, aesthetics, nomenclature and examples
1	Aug 25	Intro to pixel-based image with Adobe Photoshop
2	Aug 30	Intro to vector-based image with Adobe Illustrator
2	Sep 1	Moar Adobe Photoshop / Intro to Glitch **Due: What is New Media Art?**
3	Sep 6	No class: Labor Day
3	Sep 8	**Due: Glitch**
4	Sep 13	Intro to Meme Mashup
4	Sep 15	**Due: Meme Mashup**
5	Sep 20	Intro to Game
5	Sep 22	**Due: Game**
6	Sep 27	Intro to 3D

Week	Date	Topics, Readings, Assignments, Deadlines
6	Sep 29	**Due: 3D**
7	Oct 4	Intro to Net Art
7	Oct 6	**Due: Net Art**
8	Oct 11	Intro to Portfolio Work on assignment Portfolio
8	Oct 13	**Weebly Portfolio** Intro to Bootstrap
9	Oct 18	In-class presentation and critiques of Portfolio
9	Oct 20	**Due: Portfolio**
10	Oct 25	Code as Art I Getting Started with Processing Ch. 1, 2, and 3
10	Oct 27	Code as Art II Getting Started with Processing Ch. 4 and 5 **Self Portrait Due**
11	Nov 1	Code as Art III Getting Started with Processing Ch. 5 and 6
11	Nov 3	**DIY Photoshop Due**
12	Nov 8	Code as Art IV
12	Nov 10	**Game/Interactive Due** Artificial Intelligence for the People
13	Nov 15	Design Justice & Data Advocacy
13	Nov 17	Machine Learning for Artists **AI Part 1**
14	Nov 22	ML and sensors **AI Part 2**
14	Nov 24	Non-Instructional Day (Thanksgiving)
15	Nov 29	Lab activity - Final projects
15	Dec 1	Project Pitch (final 2-slides)
16	Dec 6	Lab activity, early finals.
Final Exam	Thurs, Dec 9; 12:15-2:30	Students will present their Final project in zoom **Due: Final** **Portfolio Update Due**