San José State University
School/Department
ART 74 Introduction to Digital Media Art, Section 03

Fall 2021

Course and Contact Information

Instructor:	George Piliotis
Office Location:	Online over Zoom
Email:	george.piliotis@sjsu.com
Office Hours:	TTR 8:00AM - 9:00AM
Class Days/Time:	TTR 9:00AM - 11:50AM
Classroom:	Online

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 provides an introduction to 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

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

CLO1 Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print
CLO2 Introduction to HTML 5/ CSS

CLO3 Use free, open-source, and demo software to expand software literacy

CLO4 Understand the role of copyright, remix culture and the social graph

CLO5 Practice critical thinking skills to address digital art and network cultures

CLO6 Practice writing skills to articulate the meaning and importance of digital art and networked cultures

CLO7 Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century

CLO8 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

Other equipment / material requirements

Access to a computer

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.

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.

zbrushMini Core - a free version of the program ZBrush that will allow us to learn to sculpt in a 3D environment. The objects created in here can be transferred to other programs like blender or to be 3D printed

blender- a free, open source 3D modeling program used for 2D/3D animation, visual effects, VR and many more applications

Course Web Materials
ART 74 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.

Library Liaison

Gareth Scott
email: gareth.scott@sjsu.edu
phone: (408) 808-2094
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices

Course Requirements and Assignments

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. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

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

#02 ~ Net/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 ~ Digital Sculpture ZBrush
LO3, LO4, LO5, LO7, LO8
Learn to navigate three dimensional spaces and create objects and environments within programs such as Zbrush and Blender and prepare them for 3D printing and transfer to other programs.
#05 ~ Re:Model
LO3, LO4, LO5, LO7, LO8
Learn to search for free 3D assets that you can use in your project. Take a 3D object you found on the web and move it into Blender. Change the original meaning of the object by editing it in an artistic way.
#06 ~ Blender Environment
 LO3, LO4, LO5, LO7, LO8

Expand on your knowledge of Blender to create objects and environments and use node-based editing to enhance the scene with colorful textures and effects. Create a cohesive environment using the skills and techniques learned in class and through videos.

#07 ~ Artificial Intelligence
LO1, LO3, LO4, LO5, LO7, LO8
Using contemporary image creation methods, create a series of images that incorporates different AI based methods of image generation. (ebsynth, runwayml)

#08 ~ Portfolio and Critique
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.

#09 ~ Final Project + 3 page digital paper
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. Include a 3-page paper with a one page (200 words) artist statement and two pages (400 words) describing the conceptual basis and technical process of the artwork. 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."

NOTE that University policy F69-24 at http://www.sjsu.edu/senate/docs/F69-24.pdf states that "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

Grading Policy

GradingInformation

Graded Assignments, due dates and %'s
See assignment descriptions below and course schedule below for complete details

Assignment   % pts

What is New Media Art	10%
Glitch Art	10%
Meme Mashup	10%
Digital Sculpture ZBrush	10%
Blender Environment	10%

Re:Model	10%
AI	10%
Portfolio and Critique	10%
Final + Presentation	20%

TOTAL 100%

Determination of Grades
•Grades will be determined based on the sum of the 9 projects and according to the % chart
which follows
•Extra credit options
may be offered or requested.
•Late work may be graded down if submitted within a reasonable time, or not accepted if submitted too late.

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

<u>Numeric grade equivalents:</u>

93% and above   A
92% - 90%   A-
89% - 88%   B+
87% - 83%   B
82% - 80%   B-
79% - 78%   C+
77% - 73%   C
72% - 70%   C-
69% - 68%   D+
67% - 63%   D
62% - 60%   D-
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.

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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.

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 if your situation does not permit this, please let me know.

Art 74 / Intro to Digital Media Art, Fall 2020: Course Schedule

Week/ Module	Date	Topics, Readings, Assignments, Deadlines
1/1	8/19	**Course introduction and review syllabus** Canvas, Zoom, Adobe Creative Cloud, Discord groups
2/1	8/24	**Intro: What is New Media Art?** Introduction to techniques, aesthetics, artists, and nomenclature.
2/2	8/26	**Intro: Glitch** Class discussion on What is New Media Art assignment. Possibilities for Glitches – Audacity and breaking files. **Due: What is New Media Art?**
3/2	8/31	Questions on glitch Review Photoshop and Illustrator.
3/3	9/2	**Intro: Meme Mashup** Introduction to Adobe Photoshop, Illustrator, and history of the meme. *In class critique for Glitch.* **Due: Glitch**
4	9/7	*~*~Holiday Labor Day~*~*
4/3	9/9	Lab time Preparing for 3D
5/4	9/14	**Intro: Digital Sculpture ZBrush** Introduce 3d artists, go over ZBrush interface and working with 3D objects *In class critique for Meme Mashup.* **Due: Meme Mashup**
5/4	9/16	Go over ZBrush and human head demo. Introduce New Art City.
6/4	9/21	Walk through New Art City *In class critique for Digital Sculpture ZBrush.* **Due: Digital Sculpture ZBrush**
6/5	9/23	**Intro: Blender Environment** Introduce Artists and Blender interface

7/5	9/28	Donut Demo
7/5	9/30	Finish Donut Demo Start Environment demos and go over landscape tools **Due: Donut**
8/5	10/5	Workday for Blender Environment project. Any requested tech demos with Blender.
8/5	10/7	*In class critique for Blender Environment.* **Due: Final Blender Environment**
9/6	10/12	**Intro: Re:Model** Introduce artists, brief overview of photogrammetry, open-source modeling and meaning behind recontextualization
9/6	10/14	*In class critique for Re:Model.* **Due: Re:Model**
10/6	10/19	Artificial Intelligence for the People, Design Justice
10/6	10/21	Machine Learning for Artists Intro to RunwayML, SPADE COCO and stylegan

Week/ Module	Date	Topics, Readings, Assignments, Deadlines
11/6	10/28	**Due: AI Series**
12/7	11/2	**Intro: Portfolio** HTML5 and CSS3, discuss portfolios.
12/7	11/4	Intro to Bootstrap and Github
13/7	11/9	Work on portfolio, troubleshooting
13/7	11/11	*~*~Holiday Veterans Day~*~*
14/8	11/16	In progress critique and debugging for portfolio.
14/8	11/18	*In class critique for Portfolio.* **Due: Portfolio**
15/9	11/23	**Intro: Final Project**
15/9	11/25	*~*~Thanksgiving Break~*~*

16/9	11/30	Discuss ideas and concepts for the final project.
16/9	12/2	**==Due: Final Project Pitch 2 Slides==** Demos to help improve final projects
17/9	12/7	*In progress critique of final project*
Final Exam	12/15	**Final exam critique at 7:15am-9:30am over Zoom** **Portfolio Update Due**

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 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 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 (Optional)

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 (Optional)

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 Peer Connections (Optional)

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based

tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

SJSU Writing Center (Optional)

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

SJSU Counseling Services (Optional)

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 at http://www.sjsu.edu/counseling.