San José State University
Department of Art & Art History
ART 74, Section 4 – Introduction to Digital Media Art

Course and Contact Information

Instructor:	Don Hanson
Office Location:	Online
Telephone:	n/a
Email:	donald.hanson@sjsu.edu
Office Hours:	Tuesdays 12:00pm-1:00pm or by appointment
Class Days/Time:	Monday / Wednesday 6:00pm-8:50pm
Classroom:	Online, Zoom, Email for link

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; we will explore 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 current software for imaging, web design and more. 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 Format

Technology intensive online sudio course with twice weekly meetings. Students are expected to have reliable Internet connections for online meetings and use of online resources. Lectures will be held on Zoom.

Recording Zoom Classes

This course or portions of this course (i.e., lectures, discussions, student presentations) will be recorded for instructional or educational purposes. The recordings will only be shared with students enrolled in the class through Canvas. The recordings will be deleted at the end of the semester. If, however, you would prefer to remain anonymous during these recordings, then please speak with the instructor about possible accommodations (e.g., temporarily turning off

identifying information from the Zoom session, including student name and picture, prior to recording).

Students are not allowed to record without instructor permission. Students are prohibited from recording class activities (including class lectures, office hours, advising sessions, etc.), distributing class recordings, or posting class recordings. Materials created by the instructor for the course (syllabi, lectures and lecture notes, presentations, etc.) are copyrighted by the instructor. This university policy (S12-7) is in place to protect the privacy of students in the course, as well as to maintain academic integrity through reducing the instances of cheating. Students who record, distribute, or post these materials will be referred to the Student Conduct and Ethical Development office. Unauthorized recording may violate university and state law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify the instructor.

Use of Camera in Class

Webcam use is not a barrier to success in this course but it is highly recommended, as this is a small class and we all benefit from getting to know each other. Each class starts with a short meet and greet when students are encouraged to use their webcams. Once we proceed to the lecture and lab time webcams can be turned off. During individual or small group interactions webcam use is encouraged for better communication.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through MySJSU on Spartan App Portal http://one.sjsu.edu (or other communication system as indicated by the instructor) 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)

Course Learning Outcomes (CLO)

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

1. **LO1:** Use Adobe Photoshop and Illustrator to generate rasterized and vector images for web and print
2. **LO2:** Learn effective use of HTML5 & CSS
3. **LO3:** Use free, open-source, and demo software to expand software literacy
4. **LO4:** Understand the role of copyright, remix culture and the social graph
5. **LO5:** Practice critical thinking skills to address digital art and network cultures
6. **LO6:** Practice writing skills to articulate the meaning and importance of digital art and networked culture

7. **LO7:** Develop a working understanding of software culture, open-source, and emergent social media with an emphasis on digital publics in the 21st century
8. **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

Assigned readings will be made available online on Canvas in PDF format or as URLs.

Technology requirements / equipment / material

This course requires access to a computer which can support Adobe software. Students can download the current edition of Adobe Creative Suite. This is free to all SJSU students. If you have trouble accessing Adobe Creative Suite, let the professor know beginning of the semester so it can be troubleshooted.

Software

Mandatory Software that will be used include:

1. Zoom
   a. https://sjsu.edu/ecampus/teaching-tools/zoom/
2. Adobe Photoshop & Adobe Illustrator
   a. sjsu.edu/ecampus/teaching-tools/adobe
3. Glitch (free user account required)
   a. https://glitch.com/
4. Discord (free user account required)
   a. https://discord.com/new
5. Audacity
   a. https://www.audacityteam.org/download/
6. Meshmixer
   a. http://www.meshmixer.com/
7. p5.js
   a. https://p5js.org/

Recommended Hardware
1. Computer Laptop/Desktop: Students are encouraged to have a computer for this course that meets system requirements for operating Adobe Creative Cloud. If no laptop is available, students have the option for rental labtops from SJSU IRC.
   a. PS: https://helpx.adobe.com/photoshop/system-requirements.html
   b. AI: https://helpx.adobe.com/illustrator/system-requirements.html

2. External Hard-Drive: Students may need to purchase an external hard-drive for this class. The free space should be at least 500 GB. Students are encouraged to backup class works in the hard drive.
3. Mouse: Do not limit your use to just the trackpad of your laptop. An external mouse helps you be more comfortable and efficient in your work.
4. Headphones for class meetings on Zoom.
5. Stable wireless or wired internet connection

SJSU Loaning Services

- SJSU IRC
  - https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php
- SJSU MLK Library
  - https://library.sjsu.edu/student-computing-services/student-computing-services

Library Liaison

Gareth Scott:
    Web: https://libguides.sjsu.edu/Art
    Email: gareth.scott@sjsu.edu
    Location: King Library 4th Floor
    Phone: (408) 808-2094

Assignments

1. **What is New Media Art?** (10%)
   a. Write approximately 800 words on the following topic. Word counts per section are provided as guidelines:
      i. What does *New Media Art* mean to you? How does your own work fit in contextually with New Media Art? (~200 words)
      ii. Share at least 3 examples of artists that you feel represent New Media Art and are interesting to you. Why is their work interesting? (~300 words)
      iii. Share an example of a new or emerging technology that you think has potential for artistic expression, and why. (~300 words)
2. **Web Portfolio Skeleton** (10%)
   a. Using a provided HTML template and cheat-sheet, launch a bare-bones portfolio website on Glitch. Over the course of the semester you will add your projects to this website.
   b. Create a page for your previous writing assignment and embed your writing into your website as paragraph tags. Include at least one image or video for each artist you discussed in the essay.
   c. You will share your basic webpage with the class in an informal presentation.
   d. Optional: You may also include any original creative work that you've made prior to this class. This website is meat to be a portfolio, so only post work you created.

3. **Glitch Art** (10%)
   a. Explore the aesthetic of breaking file formats. By using Audacity to convert and degrade an image file it is possible to create something unique and beautiful. Working with an image file that you have created, that has meaning to you, break down that file to something conceptual and aesthetically interesting.
   b. You will share your artwork with the class in an informal presentation.
4. **Photoshop Assignment - Meme Mashup** (10%)
   a. As a class we will approach memes as a theoretical form of communication and artistic expression. Choose a meme format and use Photoshop to create a new version of that meme about a topic that is relatable or meaningful to your life and as an artist.
   b. You will share your artwork with the class in an informal presentation.
5. **Illustrator Assignment - Collaborative Dingbats Font** (10%)
   a. Each student will choose one letter of the alphabet and create two dingbats glyphs for the uppercase and lowercase of that letter. We will combine all of the glyphs into a font file for our class. Glyphs must be single-color vector art.
   b. You will share your artwork with the class in an informal presentation.

6. **CSS Zen Garden** (10%)
   a. Download the CSS Zen Garden HTML file (http://www.csszengarden.com/) and upload it to your website as a new page. Without editing the HTML, create a new stylesheet to make the page into a new piece of art. Link to your CSS Zen Garden from the homepage of your site.
   b. You will share your CSS Zen Garden with the class in an informal presentation.
7. **3D Object Remix** (10%)
   a. Just as 2D images can be mixed together, 3D object files can also be remixed. Using two or more 3D files that you find on the internet, mix them together using Meshmixer. How can you create meaning by combining certain objects?
   b. You will upload your creation to New Art City, where we will have a mini-exhibition.
   c. Optional: Add an image as a texture wrap for your object to add conceptual meaning to your work.
8. **Generative Art with p5.js** (10%)
   a. Explore the possibilities of the JavaScript programming language to create digital illustrations through code. Then working from the idea that code is a language that does what it says, write an algorithmic or interactive artwork to use an an element on your website.
   b. You will share your artwork with the class in an informal presentation.
9. **Final Project** (15%)
   a. Use any of the tools learned in class to further develop a unique art piece or to improve one of your previous artworks. The final project must include an artist statement (800 words) and a 10-minute presentation about your art piece.

Participation (5%)

Some of the techniques and software in this class can be hard to grasp and understand, since they can be very technical. Because of this it is very important to show up to class every day. Besides showing up to class on time it is also important to complete all required readings and

speak up in class if you have any questions. It is also important to engage and support each other during critique, so that everyone can grow and learn to create better art.

Course Requirements

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.

Please review the following policies and resources:

- University Syllabus Policy S16-9 at http://www.sjsu.edu/senate/docs/S16-9.pdf.
- Office of Undergraduate Education's Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/

Final Examination or Evaluation

Monday, December 14th, 5:15pm - 7:30pm on Zoom. Last final project presentations.

Grading Information

- Participation- 5%
- What is New Media Art - 10%
- Web Portfolio Skeleton - 10%
- Glitch Art - 10%
- Photoshop Assignment / Meme Mashup - 10%
- Illustrator Assignment / Collaborative Dingbats Font - 10%
- CSS Zen Garden - 10%
- 3D Object Remix - 10%
- Creative Coding with p5.js - 10%
- Final project- 15%
- **TOTAL 100%**

Determination of Grades

- The final grade will be determined by the sum of all assignments.
- Extra credit may be offered or requested.
- Late work will be graded down.

Grading Criteria

- A: Excellence
    - The student fully commits to their project, both conceptually and technically. The final work created not only meets the criteria, but it exceeds it. The student demonstrates a full understanding of the course content and can apply that understanding in making original work with their own personal style.
- B: Above Average
    - The student shows an understanding of the expected criteria for the assignment, and a sincere attempt to engage the conceptual framework. The quality of the project is good but not stellar. Technical understanding is demonstrated but has room for improvement.
- C: Average
    - The student demonstrates a limited understanding of the conceptual framework of the assignment, and/or technical execution is underdeveloped with issues that could have been addressed in class or during office hours. The work would improve if more time and/or attention was dedicated to the project.
- D: Below Average
    - The student only shows the slightest understanding of the assignment and can only demonstrate a cursory understanding of the intent of the assignment. There is a general failure to follow the intended nuance of the assignment. The project can only be described as something that needs a great deal of work before it is considered something that is complete and meeting the requirements.

Numeric grade equivalents:

- 93% and above A
- 92% - 90% A
- 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

This course must be passed with a C minus or better as a CSU graduation requirement.

Classroom Protocol

- On workshop days students must come to class with their in-progress projects ready to work. You must be available in class during the whole time on our work days.
- 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.
- Students are responsible for their own well-being. If you need help, it is your responsibility to ask for it.
- All students are expected to come to class prepared and on time and remain for the full class period. If you need to leave early, discuss with the professor ahead of time.
- When presenting your finished projects you must be able to explain 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 points 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.

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.

ART 74-04 / Introduction to Digital Media Art, Fall 2020, Course Schedule

This schedule is subject to change with fair notice. In that case, changes will be communicated by a Canvas direct message.

Week	Date	Topics, Readings, Assignments, Deadlines
0	8/19	Introductions, Syllabus, Assignments, Software. Lecture & Discussion: Don's intro & approach to New Media Art
1	8/24	Due: Digital Literacy Survey Lecture & Discussion: What is New Media Art? Assigned: What is New Media Art?
1	8/26	Lecture & Discussion: Art vs Design Lab time: Finish your writing assignment Assigned: Video Tutorials
2	8/31	Due: What is New Media Art writing assignment Lecture & Discussion: Web Design Assigned: Web Portfolio Skeleton
2	9/2	Lecture & Discussion: Web History In-class Tutorials: Intro to HTML, How to use Glitch.com Lab time: Work on your webpage
3	9/7	No Class. Labor day. Work on your website independently.
3	9/9	Lecture & Discussion: Internet Art In-class Tutorials: Easy workflows with web code Lab time: Try to finish your webpage, and embed your previous writing assignment as a new page

4	9/14	Due: Web Portfolio Skeleton Presentations: Web Portfolio Skeleton Lecture & Discussion: Glitch Art Techniques and Aesthetic Assigned: Glitch Art
4	9/16	Lecture & Discussion: Advanced topics in Glitch Art In-class Tutorials: Glitching with Audacity Lab time: Work on your glitch art
5	9/21	Due: Glitch Art Assignment Presentations: Glitch Art Lecture & Discussion: Rasters & Bitmaps Assigned: Meme Mashup
5	9/23	Lecture & Discussion: What is a Meme? In-class Tutorials: Adobe Photoshop Tools & Techniques Lab time: Work on your meme assignment
6	9/28	Due: Meme Mashup Presentations: Meme Mashup Lecture & Discussion: Vectors, SVG & Illustrator Assigned: Dingbat Glyphs
6	9/30	Lecture & Discussion: Vector Graphics II In-class Tutorials: Adobe Illustrator Tools & Techniques Lab time: Work on your Dingbat Glyphs

7	10/5	Due: Dingbat Glyphs Dingbat Glyphs presentations Lecture & Discussion: Cascading Style Sheets Assigned: CSS Zen Garden
7	10/7	Lecture & Discussion: Cascading Style Sheets II In-class Tutorials: CSS techniques Lab time: Work on your CSS Zen Garden
8	10/12	In-class Tutorials: CSS Techniques Individual Check-ins (Half-semester) Lab time: Work on your CSS Zen Garden
8	10/14	In-class Tutorials: CSS Techniques Individual Check-ins (Half-semester) Lab time: Finish your CSS Zen Garden
9	10/19	Due: CSS Zen Garden Presentations: CSS Zen Garden Lecture & Discussion: Digital Environments Assigned: 3D Object Remix
9	10/21	Lecture & Discussion: Working in Digital 3D In-class Tutorials: 3D Tools & Files Lab time: Work on your 3D Object Remix

10	10/26	Due: 3D Object Remix
		Presentations: 3D Objects
		Lecture & Discussion: Creative Coding
		Assigned: Generative Art
10	10/28	Lecture & Discussion: Creative Coding II
		In-class Tutorials: Drawing with p5.js
		Lab time: Work on your creative code sketches
11	11/2	Lecture & Discussion: Evaluating Digital Art
		In-class Tutorials: Interactivity with p5.js
		Lab time: Work on your creative code sketches
11	11/4	Lecture & Discussion: How is the modern web built?
		In-class Tutorials: Domains & Hosting
		Lab time: Work on your creative code sketches
12	11/9	Lecture & Discussion: Generative Art & Hardware
		In-class Tutorials: Embedding p5 sketches into your website
		Lab time: Work on your creative code sketches
12	11/11	No class for veteran's day.
		Work on your creative code sketches independently.
13	11/16	Due: Final p5 Sketch
		Presentations: p5 Sketches
		Lecture & Discussion: Artist Ideation
		Assigned: Final Project

13	11/18	Due: Final project ideas Discussion: Final project ideas In-class Tutorials: Finding assets to work with Lab Time & Individual Check-Ins
14	11/23	Discussion: Final project ideas Lab Time & Individual Check-Ins
14	11/25	No class for university "Non Instructional Day" Work on your final project
15	11/30	Due: Work in progress prototypes Presentations: Work in progress prototypes Lab Time: Work on your final project
15	12/2	Continue sharing work in progress prototypes Lab Time: Work on your final project
16	12/7	Due: Final Project Presentations: Final project
Final Exam Timeslot	12/14	Monday, December 14th, 5:15pm - 7:30pm Finish final project presentations