

## San José State University Department of Art & Art History

### Art 74, Introduction to Digital Video Art // Section 1, Spring 2020

#### Course and Contact Information

<b>Instructor:</b>	Niousha (Leily) Khatibi
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<b>Telephone:</b>	(408) 924-4408
<b>Email:</b>	<a href="mailto:niousha.khatibi@sjsu.edu">niousha.khatibi@sjsu.edu</a> * Please allow 48-hours for an Email response
<b>Office Hours:</b>	Wed 1:00 – 2:30 PM
<b>Class Days/Time:</b>	Mon/Wed 9:00AM - 11:50 AM
<b>Classroom:</b>	ART 110
<b>Department Office:</b>	ART 116
<b>Department Contact:</b>	Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a> Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a>
<b>Prerequisites</b>	None

#### Additional Information

\* Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, (408)924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audiotape and accommodations for physical accessibility.

\* Emergency: 911 / Campus Escort: 42222

#### Course Description

This studio workshop course is an in-depth study of video as an art form in the context of Digital Media Art. Projects will encourage students to take a critical approach of video art in several aspects including the use of technologies, storytelling and narrative skill, the cultural context of images, and various platforms of showing video art including interactive websites and social media.

## Course Goals

This course will provide a framework for experimenting with digital video+animation techniques and applications. Critical and theoretical perspectives will be stressed. Projects will be presented in class and documented on student portfolio websites. Students in this course will:

- Develop a basic portfolio website that includes artist statements and documentation of work.
- Create 4 original art projects exploring the visual and conceptual language of Video and New Media Art.
- Complete in-class exercises and responses to readings.

## Course Format

### Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer that supports Adobe Creative Cloud including Adobe Premiere, Dimension, Animate, Fuse and text editor. Students can use the lab computers or download the current edition of Adobe Creative Cloud. Students will also need a smartphone that they can download Adobe Aero on, from the App Store/Play Store.

\* See *Other technology requirements / equipment / material*.

### Email

All emails must include Art 75 in the subject line. Emails that don't include Art 75 won't be answered. Expect a reply within 1-2 business days. See Classroom Protocol regarding a missed class.

### GitHub

Course materials such as syllabus, schedule, readings, notes, project and assignment instructions, etc. can be found on GitHub: <https://github.com/fewnew/art75-spring2020>

## Course Learning Outcomes (CLO)

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

1. CLO1: Be comfortable with DSLR camera and camera-phone recording techniques.
2. CLO2: Know basic concepts for creating both narrative and non-narrative videos.
3. CLO3: Use non-linear video editing software to edit digital video.
4. CLO4: Processes for creating original artwork from concept to completion.
5. CLO5: Be familiar with various practices for gallery installations of Video and New Media Art.
6. CLO6: Understanding of current movements in Digital Video and New Media Art.
7. CLO7: An introductory understanding of video as a language and how it is contextualized from other moving images like film.

## Required Readings & Texts

### Textbook

No textbook required for this course. Readings and assignments related to readings will be announced in class and distributed via GitHub, please check GitHub regularly for updates.

## Other Technology Requirements / Equipment / Material

### Hardware

- Laptop + Smartphone: Students are required to have a laptop for this course that meets system requirements for operating Adobe Creative Suite and a smartphone that they can download required apps from the App Store/Play Store.
- Google-Drive: Students need to use Google Drive for this class.
- 3-button mouse: The use of a 3-button mouse is highly recommended.
- Access to a camera: Cameras are available for checkout from the Art Department's Visual Resources Library (VRL: Room Art 139). Additional cameras are available for 2-day loans from IMS Equipment Loaning. Students may also choose to use their own DSLR cameras or use mobile devices that have comparable apps, like Filmic Pro that allows for HD video capture, installed on. Also, check MLK Library equipment.
- Headphones: for in-class use.

### Software (all free for SJSU students)

- Adobe Creative Suite [Premiere Pro, Dimension, Fuse, Animate, Aero] request free download for SJSU students here: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>.
- Optional video software students can use if they are familiar with already include Adobe After Effects, FinalCut Pro, and 3D modeling/animation software such as Maya, Blender, and MeshMixer.
- Atom free code editor: You are allowed to use similar hypertext editors such as Sublime Text, Brackets, or TextWrangler.

### Online Tutorials

- Lynda.com - Access to Lynda is free through the SJSU library portal here (need library card): <https://www.lynda.com/portal/patron?org=sjlibrary.org>
- Learn Web Development with <http://dontfeartheinternet.com/> and <https://www.w3schools.com/>

### Library Liaison

The Art and Art History library liaison is Gareth Scott:  
[https://libguides.sjsu.edu/prf.php?account\\_id=170021](https://libguides.sjsu.edu/prf.php?account_id=170021)

Gareth Scott

E-mail: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

Phone: (408) 808-2094

## **Course Requirements and Assignments**

### **Projects (70%)**

1. Project 1: Digital Video Essay Experiment (10%)
2. Project 2: Extended Reality [XR] Animation (10%)
3. Project 3: Non-linear Storytelling (15%)
4. Project 4: Portfolio Website (15%)
5. Final Project: Multimedia Installation (20%)

### **Assignments & Participation (30%)**

1. Small in-class assignments
2. Reading Response
3. Participating in class discussions, presentations and critiques

## **Grading Information**

In order to be graded, documentation and description of your work must be submitted to GitHub. Students will not receive a grade until their work is submitted with the corresponding documentation and description.

### **Documentation**

1. Title of the work
2. Medium
3. Dimensions/duration
4. Attribution (burrow and tell)

### **Description**

Every project should address the following questions:

1. What does your project look/sound/smell/feel like?
2. What is the conceptual/personal/political motivation behind the project?
3. What is the intended context? Where/how does the audience experience it?
4. What/who are your influences for this particular piece?

## Determination of Grades

The grading of each project will be based on:

- Researching for influence inspirational art (15%)
- The conceptual drive of the project (25%)
- The visual appeal and the aesthetics of the final presentation (30%)
- Technical aspects and functionality (30%)

## 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.

**B = 89 - 80% ~ Good.** Student completes assignments, and demonstrates a grasp of the key themes of each topic, but not all. Detail, creativity and critical analysis are present.

**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. Student performs little or no creativity or analysis. Problems exist: the work is underdeveloped or incomplete.

**D = 69 - 60% ~ Unsatisfactory.** Student does not complete the work as assigned. Substantial problems exist in student's work.

**F = < 60% ~ Fail.** Student does not submit work, or work is below a satisfactory level.

## Participation

Students are responsible for coming to the lab ON TIME and actively taking part in critiques.

Students are also encouraged to share additional thoughts and useful links with the class. Since we will be having at least one guest artist lecturing some sessions, class attendance is important. If a student cannot make any session of the class, they are obligated to Email the Instructor before the session.

## Class Ground Rules

Be respectful during lectures and group discussions; students **MUST NOT** use their phone unless asked for certain classwork (no texting or playing games). Students **MUST NOT** take naps, or talk to others outside the class context.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

## Course Schedule

[ Art 75, Introduction to Digital Video Art // Spring 2020 ]

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/27	<ul style="list-style-type: none"> <li>• Course Introduction / Overview of Syllabus</li> <li>• Introductions (Instructor-Students), Adobe onboarding</li> </ul>
1	1/29	<b>Lab:</b> Tutorials on how to use GitHub (version control, clone, commit). <b>Lecture:</b> History of Video Art
2	2/3	<p style="text-align: center;"><b><i>CINEMATOGRAPHY WORKSHOP</i></b></p> <b>Deliver:</b> Reading 01 <b>Lab:</b> Cinematography workshop DSLR Camera Tutorial, HD video with mobile phones, types of shots / framing. On-campus group shoot to gather footage.
2	2/5	<p style="text-align: center;"><b><i>CINEMATOGRAPHY WORKSHOP II</i></b></p> <b>Lecture:</b> A time based storytelling media relying on moving pictures with audio. <b>Lab:</b> Intro to Premiere, File management, project settings, assets, codecs, resolution, importing and outputting.
3	2/10	<p style="text-align: center;"><b><i>EDITING WORKSHOP I</i></b></p> <b>Deliver:</b> Essay <b>Lecture:</b> Creative techniques with green screen <b>Lab:</b> Advanced Tutorials in Premiere. Mastering sound & video effects

		• Video shooting and editing during class
3	2/12	<b>EDITING WORKSHOP II</b> <b>Lecture:</b> Storyboarding + visual storytelling, concepts in continuity editing. <b>Lab:</b> Nonlinear editing in Premiere, 5-shot video assignment.
4	2/17	<b>Deliver:</b> Project 01 In class critique and discussions for Project 01
4	2/19	<b>2D ANIMATION WORKSHOP</b> <b>Lecture:</b> Clean and simplistic design of flat Illustrations <b>Lab:</b> Basic pipeline of creating motion graphics with Adobe Animate
5	2/24	<b>3D ANIMATION WORKSHOP</b> <b>Deliver:</b> Reading 02 <b>Lecture:</b> Techniques at work in Mixed and Augmented Reality <b>Lab:</b> Basic pipeline of creating motion graphics with Adobe Dimension and Aero
5	2/26	Lab time for Project 02
6	3/2	<b>Deliver:</b> Project 02 In class critique for Project 02
6	3/4	<b>FIELD TRIP: TBD</b>
7	3/9	<b>NET.ART WORKSHOP I</b> <b>Lecture:</b> Video Art & Internet, Net Art History <b>Lab:</b> Intro to HTML & CSS
7	3/11	<b>NET.ART WORKSHOP II</b> <b>Deliver:</b> Reading 03 <b>Lab:</b> Creative HTML/CSS, embed videos from Youtube & Video
8	3/16	Lab time for Project 03
8	3/18	<b>PORTFOLIO WORKSHOP I</b> <b>Lecture:</b> Creative techniques in Web Design <b>Lab:</b> Intro to web hosting directly from a GitHub repository + GitHub Pages.
9	3/23	<b>PORTFOLIO WORKSHOP II</b> <b>Lab:</b> Intro to CSS and user interface design using color palettes, Google web fonts, Fontawesome iconography.
9	3/25	<b>PORTFOLIO WORKSHOP III</b> <b>Lab:</b> Intro to creative JavaScript libraries for web design
10	3/30	Lab time for Project 03

10	4/1	<b>Spring Recess: NO CLASS</b>
11	4/6	<b>Spring Recess: NO CLASS</b>
11	4/8	<b>Deliver:</b> Project 03 In class critique for Project 03
12	4/13	<b><i>PROPOSAL WORKSHOP I</i></b> <b>Lecture:</b> Video as installation, Exhibition proposal <b>Lab:</b> Working on installation proposal and artist statements
12	4/15	<b><i>PROPOSAL WORKSHOP I</i></b> <b>Deliver:</b> Reading 04 Lecture: Installation mock up -> <a href="https://app.sketchup.com/app">https://app.sketchup.com/app</a>
13	4/20	<b>Deliver:</b> Final Project Proposal Final Project Proposals Presentation
13	4/22	<b><i>EXHIBITION CATALOG WORKSHOP</i></b> Finalizing artist statements, catalog formatting, process documentation
14	4/27	<b><i>VIDEO INSTALLATION WORKSHOP I</i></b> <b>Lecture:</b> Best practices in video installation <b>Lab:</b> Fabrication for exhibition, Equipment checkout from VRL
14	4/29	<b><i>VIDEO INSTALLATION WORKSHOP II</i></b> <b>Deliver:</b> Artist Statement <b>Lab:</b> Testing with digital equipment and finalizing installation details
15	5/4	<b>INSTALLATION DOCUMENTATION</b>
15	5/6	<b>DEINSTALL FROM GALLERY</b>
16	5/11	<b>Lecture:</b> From Gallery Download to Portfolio Upload <b>Lab:</b> Image editing, website updating
Final	5/18	<b>Final Exam: 12:15-2:30 PM - NO CLASS</b> <b>Deliver:</b> Portfolio Website, Submit website link by midnight 11:59pm