web art | ARTTECH 3900 – SYLLABUS

PROFPRAC 3900 Professional Practice: Web-Art

CREDITS: 3

SEMESTER: Fall 2019 | Wed Aug 28, 2019 – Mon Dec 16, 2019

MEETING DAYS/TIMES: Mondays + Wednesdays, 6pm – 9pm

LOCATION: MacLean 401

INSTITUTION: The School of the Art Institute of Chicago

INSTRUCTOR

Doug Rosman, Lecturer | drosman@saic.edu | dougrosman.com

Mentoring Hours: In class, see course schedule. If you miss an in-class mentoring meeting, email me to schedule a make-up appointment.

EMAIL POLICY

Whether you're a student or faculty, we are all inundated with emails. Sometimes they slip by me. If I don't respond to your email within 24 hours (or 12 if it's urgent), don't hesitate to give me a nudge. Just passive-aggressively reply to the original email you sent me with something along the lines of "psst. hey." I won't be offended or think you're needy :). That said, I'll only respond to emails between 8am-8pm. Boundaries are important!

Don't hesitate to reach out!

a note:

It is important that this class maintains a respectful, safe and inclusive environment. We all should feel the comfort we all deserve in order to thrive academically and artistically. If you do not feel safe or heard, please, feel free to let me know.

CLASS WEBSITE/MATERIALS

Class Website: https://dougrosman.github.io/saic-webart-fa19

Canvas (99% of course content will be in the class website above, but I will make announcements in Canvas, as that's a pretty good way to reach everyone. Grades and Attendance will also be recorded in Canvas).

Spine webpage

SLACK CHANNEL

SAIC Web Art FA19 | https://saic-webart-fa19.slack.com/

COURSE DESCRIPTION

Professional Practice: Web Art is a course that combines creative and practical knowledge related to web site development, and explores the history and culture of web art. Launched in 1989 as a remote file sharing system for scientists, the World Wide Web is now thirty years old. Today, the web functions as an exhibition space, a communications hub as well as a nexus for creative expression. Students in the Web Art class will learn the Hypertext Mark-Up Language (HTML), which is the basis of WWW authoring, as well as additional languages like CSS and Javascript to build varied websites. Potential overall format and conceptual frameworks for developing a media-rich website will be investigated, and ways of subverting the traditional web page format in order to create unique approaches to the dynamics of the web will be explored. Course activities include technical tutorials, preparing a résumé and CV, writing a project statement, creating a website, and critiquing projects.

PROFESSIONAL PRACTICE SHARED GOALS

KEY GOALS INCLUDE:

1. Implement a well-planned creative project, applying professional skills relevant to their artistic, creative, and/or scholarly practice.
2. Present a professional body of work in an online context, demonstrating a critical awareness of audience and selection of work.
3. Create connections and linkages with relevant practitioners, organizations, and institutions in students' field(s) of interest, with an attention to identifying key figures as well as situating their own work within these fields.
4. Demonstrate the ability to think, speak, and write clearly and effectively with regard to the creative and/or scholarly practice.

ADDITIONAL COURSE GOALS

- Understand and critique the structure of the internet and its networks.

- Think nonlinearly through hypermedia and code.
  Creatively deploy HTML, CSS and Javascript to create art on/for the web and with the web.
- Build a critical framework for discussing your work in the wider context of internet art, net.art.

COURSE MATERIALS

- A computer that can connect to the internet
- Atom – a text editor
- GitHub desktop client

COURSE TEXTS

These readings will be assigned in various weeks throughout the semester. Additional optional readings may be added.

1. *As We May Think* – Vannevar Bush (1945)
2. *Long Live the Web: A Call for Continued Open Standards and Neutrality* – Tim Berners-Lee (2010)
3. *Introduction to net.art (1994-1999)* – Natalie Bookchin, Alexei Shulgin (1999)
4. *Program or Be Programmed: Ten Commands for a Digital Age* (Chapter 10) – Douglas Rushkoff (2010)
5. *Rich User Experience, UI, and Desktopization of War* – Olia Lialina (2014)
6. *The Internet's Original Sin* – Ethan Zuckerman (2014)
7. *Net Art Anthology* – Rhizome (2017-2019)
8. *Cult of Done Manifesto* – Bre Pettis (2009)

ASSIGNMENTS

The course will include several short-term assignments, a midterm and final project, relevant technical and theoretical reading, and technical research. The assignments are designed to deepen understanding of the technical tools, as well as provide space to apply them towards aesthetic and artistic exploration. Professional Practices-oriented projects will also be included.

1. Weekly Assignments
2. Oral Presentation: 5 minute presentation on a web artist.
3. Online Portfolio assignment
4. Midterm Website Project
5. Final Website Project Proposal + Final Project

6. **Faculty Defined Creative Project:** In addition to the final website project, the class will work collaboratively to create a single website: an online exhibition space to showcase all final website projects. The site will display the final projects, as well as provide curatorial framing for the body of work. Tasks such as web design, programming, descriptive writing and publicity will be distributed among students. Visiting curator/lecturer/arts administrator Matthew Mehlan will host a workshop to help develop an "online exhibition proposal."

Assignments for each week will be listed at the end of each session's schedule. **Readings and assignments should be completed by the following Monday**, unless otherwise noted.

ASSESSMENT AND GRADING

Assignments that satisfy requirements will receive credit upon completion. For any assignment that requires a "solution," an earnest attempt is required, it's okay if your answer isn't correct!

In order to receive credit for this course:

1. Complete weekly assignments (you can miss one assignment and still receive credit for the class)
2. Complete Web Artist Oral Presentation
3. Complete Midterm project
4. Complete Final Project
5. Contribute to group exhibition website
6. Attend both critiques

MENTORING

As part of the Professional Practice curriculum, each student is required to meet one-on-one with me **3** times over the course of the semester. These informal meetings will be around 5-10 minutes, and are meant to check in with your progress in the class. These meetings will begin around week 10 in the semester, and are included in the course schedule below. The class will be split into groups A and B, which designate which day you will be meeting with me. I will make sure to remind you ahead of each meeting.

COURSE SCHEDULE

Week 01: Introductions & HTML

Wed 08/28

- Introductions
- Syllabus
- Introduction to Web Art
- Getting set up
- **Assignment:**
    i. Command Line lessons 1-3 on Code Academy (**due: 09/09**)
    ii. git lessons 1-4 on Code Academy (**due: 09/09**)
- **Read:**
    i. *Cult of Done Manifesto* – Bre Pettis (2009)
    ii. *As We May Think* – Vannevar Bush (1945)
    iii. *Introduction to net.art (1994-1999)* – Natalie Bookchin, Alexei Shulgin (1999)
    iv. *Web Work: A History of Internet Art* – Rachel Greene (2000)

Week 02: HTML Basics

Mon 09/02: LABOR DAY NO CLASS

Wed 09/04: History of the Internet/Web Art (Substitute: Nick Briz)

- What is the Internet?
- Why is the Internet?
- HTML basics
- **Assignment:**
    i. 5-minute oral presentation: Web Artist

Week 03 Hosting & CSS

Mon 09/09:

- 5-minute oral presentations: Web Artist
- Audio/Video
- Hosting with GitHub
- Introduction to CSS

Wed 09/11:

- Typography
- IDs, Classes and Advanced Selectors
- CSS Box Model
- **Assignment:**
    i. 5 (Simple) Websites!
- **Read:**

    i. *Long Live the Web: A Call for Continued Open Standards and Neutrality* – Tim Berners-Lee (2010)

Week 04: Advanced CSS

Mon 09/16:

- CSS Box Model
- Horizontal Centering
- Grids with Inline-Block

Wed 09/18:

- CSS Position
- CSS Animation
- **Assignment:**
    - i. Data Diary Project
- **Read:**
    - i. Chapter 10 of *Program or Be Programmed: Ten Commands for a Digital Age* – Douglas Rushkoff (2010)

Week 05: Animations & Transitions

Mon 09/23:

- Animations
- Transitions
- Media Styling
- Backgrounds

Wed 09/25:

- Backgrounds
- Pseudo-classes
- Centering
- **Assignment:**
    - i. Advanced CSS practice assignment
- **Read:**
    - i. *Rich User Experience, UI, and Desktopization of War* – Olia Lialina (2014)

Week 06: Advanced CSS & JS Basics

Mon 09/30:

- Inheritance
- Specificity
- Banner Centering
- Startup Generator

Wed 10/02:

- CSS Across Pages
- Variables
- Writing HTML with JS
- **Assignment:**
    i. Advanced CSS and JS practice assignment
- **Read:**
    i. *The Internet's Original Sin* – Ethan Zuckerman (2014)

Week 07: DOM Manipulation, Loops, Arrays

Mon 10/07:

- DOM Manipulation
- Loops
- Mid-Semester course evaluations

Wed 10/09:

- Loops
- Arrays
- **Assignment:**
    i. Midterm Assignment **(due: 10/23)**

Week 08: DOM Manipulation & JS/CSS Browser Extensions

Mon 10/14:

- DOM Manipulation
- Midterm lab time

Wed 10/16:

- CSS Chrome Extensions
- JS Chrome Extensions
- **Assignment:**
    i. Work on Midterm **(due: 10/23)**

Week 09: JS/CSS Browser Extensions & Midterm Critiques

Mon 10/21:

- JS Chrome Extensions
- Midterm Lab Time

Wed 10/23:

- **Midterm Critiques**

Week 10: JS Functions & p5.js

Mon 10/28:

- Functions
- Events
- One-on-one meetings (1/3) – **Group A**

Wed 10/30:

- Events
- Conditionals
- Canvas
- p5.js
- One-on-one meetings (1/3) – **Group B**
- **Assignment:**
    i. JS Functions & p5.js assignment

Week 11: p5.js Intro part II

Mon 11/04:

- p5.js Random
- p5.js Transformations
- p5.sound
- Resume/CV workshop
- **Assignment:**
    i. Final Project Proposal **(due: 11/13)**

Wed 11/06:

- p5.dom

- p5.js Video
- Nested Loops
- **Assignment:**
    i. p5.js Assignment 2

Week 12: Creative Coding in p5.js + Matt Mehlan visit

Mon 11/11:

- Matt Mehlan guest lecture
- Matt Mehlan group exhibition site proposal workshop
- Assignment
    i. Assign group exhibition site project **(due: 12/11)**

Wed 11/13:

- p5.js Pixels
- p5.js Camera
- p5.js Typography
- **Turn in Final Project Proposals**

Week 13: Getting Data & Final Project work time

Mon 11/18:

- p5.js Vertices & Shapes
- Objects
- Face Tracking
- Final Project lab time
- One-on-one meetings (2/3) – **Group A**

Wed 11/20:

- Face Tracking
- Emotion Tracking
- p5.js in Chrome Extensions
- Final Project lab time
- One-on-one meetings (2/3) – **Group B**

Week 14: Objects & Particles and Final Project work time

Mon 11/25:

- Objects & Particles
- Final Project Lab Time

Wed 11/27:

- THANKSGIVING NO CLASS

Week 15: CRITIQUE WEEK

Mon 12/02:

- CRIT WEEK NO CLASS

Wed 12/04:

- CRIT WEEK NO CLASS

Week 16: Finish up Final Projects

Mon 12/09:

- Final Project Lab Time

Wed 12/11:

- Final Project Lab Time
- Finish group exhibition site

Week 17: CRITIQUES!

Mon 12/16:

- Final Project Critiques

Milestones:

- **Midterm** due Week 9 (10/23)
- **Final Project Proposal** due Week 12 (11/13)
- **Group Exhibition site** due Week 15 (12/11)
- **Final Project** due Week 16 (12/16)

ACCOMMODATIONS FOR STUDENTS WITH

DISABILITIES:

SAIC is committed to full compliance with all laws regarding equal opportunities for students with disabilities. Students with known or suspected disabilities, such as a Reading/Writing Disorder, ADD/ADHD, and/or a mental health condition who think they would benefit from assistance or accommodations should first contact the Disability and Learning Resource Center (DLRC) to schedule an appointment. DLRC staff will review your disability documentation and work with you to determine reasonable accommodations. They will then provide you with a letter outlining the approved accommodations for you to deliver to your instructors. This letter must be presented before any accommodations will be implemented. You should contact the DLRC as early in the semester as possible. The DLRC is located within the Wellness Center on the 13th floor of 116 S Michigan Ave. and can be reached via phone at 312.499.4278 or email at dlrc@saic.edu.

ACADEMIC MISCONDUCT:

From the SAIC Student Handbook:
"Academic misconduct includes both plagiarism and cheating, and may consist of: the submission of the work of another as one's own; unauthorized assistance on a test or assignment; submission of the same work for more than one class without the knowledge and consent of all instructors; or the failure to properly cite texts or ideas from other sources. Academic misconduct also includes the falsification of academic or student-related records, such as transcripts, evaluations and letters of recommendation. Academic misconduct extends to all spaces on campus, including satellite locations and online education. Academic integrity is expected in all coursework, including online learning. It is assumed that the person receiving the credit for the course is the person completing the work. SAIC has processes in place, including LDAP authentication, to verify student identity."
Additional resources for students:

- Read "Plagiarism: How to Recognize It and Avoid It: a short guide prepared by the Faculty Senate Student Life Subcommittee in 2004.
- Read the Flaxman Library's quick guide titled "When to give credit."

ATTENDANCE

SAIC policy states that students are expected to attend all classes regularly and on time. Students should miss class only with reasonable cause. If a student needs to miss class with reasonable cause, it is the student's responsibility to contact the instructor to receive instruction for how to make up for the missed class. It is the instructor's responsibility to give this information to the student as his/her/their schedule permits. Missing class for other than a reasonable cause may jeopardize the student's academic standing in the class. Attendance is

required on the two final critique days to receive credit for this course.

If a student misses MORE than three classes, whether or not for a reasonable cause, the student will fail the class, if the student does not withdraw from the class prior to the deadline for withdrawal with a grade of "W."

Three late arrivals will count as an absence.

Arriving more than 45 minutes late to class will count as an absence

Deadline for withdrawal: Fall 2019 semester: Tuesday, October 29, 2019

Reasonable cause to miss a class might include:

- Illness or hospitalization (the student should also contact Health Services or their academic advisor, who will relay information to
  the faculty in whose class the student is enrolled)
- Family illness or death (the student should also contact their academic advisor, who can relay information to all faculty)
- Observation of a religious holiday (students are expected to notify their instructors in advance to discuss reasonable
  accommodations for holidays they might observe).

Show your faculty/classmates respect by coming to class on time every day.

WRITING CENTER INFORMATION:

Writing Center

Lakeview Building, 116 S. Michigan Ave., 10th Floor

writingcenter@saic.edu

312.499.4138

http://www.saic.edu/academics/academicresources/writingcenter/

Appointments

Schedule in advance: https://www.supersaas.com/schedule/saic/WritingCenter

Short-notice: Call 312.499.4138 to see if there are any openings

Hours: Monday – Thursday: 9:00 AM - 7:15 PM, Friday: 9:00 AM - 5:15 PM

Walk-in hours: Monday – Thursday: 4:15–7:15 PM

EMERGENCIES:

Should you need to contact Campus Security, in case of an emergency regarding a student, please call the 24-hour emergency number, 312.899.1230.

Final Thoughts

Additionally, in regard to different technical backgrounds and learning to code: everyone in this class brings a variety of artistic and technical skills to the table. That said, almost nobody learns how to code the same way, or at the same rate. It's safe to say that, generally, we all learn differently. So if you've never coded before, this class is a great place to start. If you have coded before, we'll find ways to challenge you. If you find you're feeling discouraged, just remember that with each new error you encounter, you're becoming a better coder (although inevitably you'll encounter the same ones over and over again). That's all part of the fun though.

So please, don't hesitate to ask questions, or ask me to slow down, or to repeat something! I'm here to help!