

San José State University
Department of Art and Art History
Art 75: Intro to Digital Video Art – Section 3
Fall Semester 2018

Course and Contact Information

Instructor:	Lark Buckingham
Office Location:	Art Building 323
Telephone:	N/A
Email:	Lark.buckingham@sjsu.edu
Office Hours:	Tuesday 4:00PM - 5:00PM or by appointment
Class Days/Time:	Friday 10:00AM – 2:50PM
Classroom:	Art 237
Prerequisites:	ART 74 or permission of instructor is required

Units: 3

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours.
 - * Please allow 48-hours for an e-mail response.
 - * Emergency: 911
 - * 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, audio tape and accommodations for physical accessibility.
- Campus Escort: 42222

Course Format

This is a technology-intensive studio class. Lectures and labs are required. Course materials can be found on the [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>, and on the course GitHub page (login provided after enrollment). You are responsible for regularly checking Canvas, GitHub, and your email for updates.

Course Description

This studio workshop course is an in-depth study of video as an art form. We will look at video art history through the lens of our current cultural moment. Projects will encourage students to take a critical approach to defining characteristics of video and related technologies. For example, how do surveillance, Internet culture, and new video recording technologies inform New Media art practices? Students will explore various platforms

for showing digital video art, including: installation, social media, and interactive websites. Artistic voice is emphasized over technical skills.

Course Goals

This course will provide a framework for experimenting with digital video techniques and applications. Critical and theoretical perspectives will be stressed. Projects will be presented in class, at a final show, 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.
- Collaborate on a final gallery show of class work.
- Complete in-class exercises and responses to readings.

Course Learning Outcomes (CLO)

Course Skill Learning Outcomes

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

- Recognize and practice camera and camera-phone recording techniques.
- Use non-linear video editing software to edit digital video.
- Create interactive environments with the p5.js JavaScript library.

Course Content Learning Outcomes

Upon successful completion of this course, students will have mastered:

- Understanding of current movements in Digital Video and New Media Art.
- Processes for creating original artwork from concept to completion.
- Practices and technical requirements for gallery installations of Video and New Media Art.

Required Texts/Readings

Required Readings

No required textbook. Readings will be available on the class GitHub page in pdf format.

>>>> Note there are no books to purchase, but the \$15 Filmic Pro* and external HD (\$50 - \$150) are required materials for the course.

Other technology requirements / equipment / material

- External Hard-Drive

- Students will need at least one external hard-drive for this course, with storage for at least 500GB. Recommended brands are Lacie, Seagate, and G-Tech.
- It is highly recommended that students also have a second hard drive for a Time Machine backup in the case their computer or hard drive fails.
- Students are encouraged to have a laptop for this course that meets [system requirements for operating Adobe Premiere Pro](#). If no laptop is available, students may use the lab computers.
 - Adobe Creative Cloud is available for free through SJSU—[request access through eCampus](#) and install Adobe Premiere, After Effects, Photoshop and Illustrator.
 - Class work MUST BE BACKED UP on a second hard drive or cloud storage
- Students are required to get a SJSU library card. The card is necessary for access to Lynda.com tutorials and free admission to museums we will visit.
- GitHub Account: [Sign up to get free private repositories](#) with the education discount.
- SJSU wireless account and ID card for accessing the classroom checking out equipment
- Access to a camera:
 - Students will need to download [Filmic Pro](#) or comparable app that allows for HD video capture.
 - * If students choose to use their own DV camera, then the Filmic Pro app purchase can be waived.
- Headphones

***No late projects will be accepted due to student inability to meet equipment requirements for their projects

Optional Materials

Optional materials and supplementary learning materials, such as web resources and writing guides will be available through the course Canvas and GitHub page.

Course Web Materials

- ART 75 Canvas site <https://sjsu.instructure.com>. Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.
- ART 75 GitHub Page (course website). Regular visits to the GitHub page are essential for all assignments and materials. Login provided after enrollment.
- Art 75 Google Drive (Link provided after enrollment)

Library Liaison

Aliza Elkin : https://libguides.sjsu.edu/prf.php?account_id=157124

Email: aliza.elkin@sjsu.edu

King Library 4th Floor

Phone: (408) 808-2043

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

Course Requirements and Assignments

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.

Assignments overview, detailed below:

- Projects 1-3: Various applications of digital video.
- Final Project, which can build on one of the first 3 projects.
- In-class Exercises: These are short technical exercises to be completed in class.
- Portfolio website for documenting class projects, including an artist statement
- Required readings: Short readings with blog responses as Canvas submissions.

> Project 1: Video as Cultural Critique

15% of grade

Make a video that is in dialogue with the history & trajectory of video art. Over the last 60 years, artists have used video and digital media as tools for challenging cultural norms, exploring personal identity, unpacking politics of representation, and experimenting with potential use (and misuse) of new technologies. Students may apply these trends to our current cultural moment, looking at video's role in surveillance, sousveillance, YouTube, social media, and activism.

Requirements:

- Original footage
- 2-5 minutes in total
- Vision for how this would be presented: ie. on Vimeo or YouTube, as a series of Instagram posts, in a gallery installation, for a theater environment, projected on a building, etc.

> Project 2: Installation

15% of grade

Create video for a gallery environment. How might video create an immersive environment, integrate with sculpture, have multiple channels playing simultaneously, accompany performance, or incorporate live feeds of the room? This could be an installation involving projection mapping, sculpture, performance, multi-channel video, etc.

Requirements:

- Minimum 2 minutes video
- Vision for installation experience
- Presentation of props, models, and/or designs for installation if not physically possible

> **Project 3: Critical Interactivity**

15% of grade

Create video that is affected by user input. What does it mean when the viewer is no longer passive, but an active participant? This could be browser-based (Net Art, not games) or displayed in a physical environment on a projector or screen. We will build up to and provide code for mouse/keyboard interaction, facial recognition input, and physical sensors for movement in a room. These could affect video selection, speed, playback, pitch, etc.

Requirements:

- Strong concept driving the interaction
- Original video or found footage that is affected by the interaction
- Interactive environment in place for critique

> **FINAL PROJECT**

25% of grade

Create a polished video art project for the class show. Students may either build on any of the previous projects or create a new project. The final project should be more advanced in concept and form than previous projects, reflecting student growth over the semester. Any topic or technique covered is acceptable.

For presentation in the class show:

- Installations may be designed for the gallery space.
- Performances may be scheduled for the opening night.
- Browser-based projects may be presented on laptops.
- Single-channel video can show either on a loop in the gallery, or in a separate class screening, TBD.

Requirements:

- Project presented in class show.
- Participation in design, installation, and breakdown of show.

> **In-class Exercises**

10% of grade

There will be regular technical exercises completed in class over the course of the semester. Completion of these in-class exercises is essential to learning the skills necessary to complete the class projects. Understand these are **in-class** exercises. Extra work will be required to complete them outside of class, which might result in a grade deduction.

> Website & Artist statements

10% of grade

Students will create or add to an existing artist portfolio site on GitHub, improving use of HTML/CSS/Javascript and approaches to documentation. This will also include an artist statement that speaks to your general approach to your work.

Grading Information

Students are required to submit all course assignments on Canvas. Students must also be present for project critiques: **critiques are not optional.**

Determination of Grades

- All assignments must be presented on the due date. ***Late assignments will be accepted no more than 2 weeks after the due date, but with a letter grade reduction and no class critique.***
- All projects are evaluated based on their conceptual content, technical proficiency, and presentation according to the criteria provided below.

Relative weight of course requirements:

70% Projects

Project 1: Video as Cultural Critique- 15%

Project 2: Installation - 15%

Project 3: Critical Interactivity - 15%

Final Project – 25%

10% In-class exercises

Short, in-class technical exercises completed in class

10% Web Development, Documentation & Portfolio

Website Design – 5%

Artist Statements — 5%

10% Participation

This is based on student engagement in class time.

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 is able to 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 intent and 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+
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.

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. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.”

Course Schedule

Art 75: Intro to Digital Video Art, Fall Semester 2018

This syllabus is subject to change. Check on the course GitHub page for the latest changes and updates to this list. The instructor will let you know when there are changes in the schedule.

Note: Because our meetings are so long, each day is broken into two sections in table below: before and after break.

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug 24a	Introductions, overview of syllabus and course requirements
1	Aug 24b	Video Art History Introduction to Project 1: Video as Cultural Critique Reading: Kate Horsfield, "Busting the Tube: A Brief History of Video Art"
2	Aug 31a	Premiere Pro Tutorial 1 In-Class Exercise 1 - Premiere: Use given footage and create an edited 30 second video Student presentations in response to reading Due: Response to reading - Kate Horsfield, "Busting the Tube: A Brief History of Video Art"
2	Aug 31b	Video Art History (cont) Demo: Using mobile phones + Filmic app Portfolio Website introduction Lab time and one-on-one meetings on Project 1 ideas Due: Project 1 idea Due at end of class: In-Class Exercise 1 - Premiere
3	Sep 7a	Video Art History and the Internet Premiere Pro Tutorial 2 Demo: Shooting video, DSLR, importing footage In-Class Exercise 2 - Shooting Video: Shoot and edit a short video
3	Sep 7b	Video Art: Installation + Performance Introduction to Project 2: Video in the Gallery Demo: Using Github Desktop and Atom text editor Due: Portfolio Website progress: live on GitHub Due at end of class: In-Class Exercise 2 - Shooting Video

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4	Sep 14a	Lab and Project 1 one-on-one meetings Demo: Portfolio Website fine touches Due: Project 1 progress
4	Sep 14b	Project 1 Critique Due: Project 1 Reading: TBA
5	Sep 21a	Project 1 Critique (cont) Demo: Projection Mapping Video Art: Copyright and Found Footage Due: Response to reading
5	Sep 21b	In-Class Exercise 3: Projection Mapping in groups using projectors Video Art and Installation examples and/or SJMA field trip Due: Project 2 ideas Due: Portfolio Website with Project 1
6	Sep 28a	Introduction to New Media Art and Project 3: Critical Interaction Due by end of class: In-Class Exercise 3 - Projection mapping
6	Sep 28b	Share Project 2 progress in groups Tutorial: Intro to coding with P5 In-Class Exercise 4 - P5 variables: Make something move in P5 and add sketch to portfolio website Due: Project 2 progress Due by end of class: In-Class Exercise 4 - P5
7	Oct 5a	Project 2 Critique Due: Project 2
7	Oct 5b	Project 2 Critique (cont) Reading: TBA
8	Oct 12a	New Media Art Tutorial: p5 Logical Operations In-Class Exercise 5: P5 display image and if statements

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8	Oct 12b	New Media Art Tutorial: p5 Loops In-Class Exercise 6: P5 loops Due at end of class: In-Class Exercise 5 & 6 - P5 image/if-statements & loops
9	Oct 19a	New Media Art Tutorial: p5 Functions In-Class Exercise 7: P5 Interaction + Functions, Controlling Video in P5 with mouse and key press Due: Project 3 ideas
9	Oct 19b	In-Class Exercise 8: Facial recognition and sensors Lab and Individual meetings on Project 3 Due by end of class: In-Class Exercises 7 - P5 interactions
10	Oct 26a	New Media and Video Art Overview Introduction to Final Project: Build on one of the first 3 projects Project 3 Lab Due by end of class: In-Class Exercises 8- P5 Facial recognition and sensors
10	Oct 26b	Project 3 Critique Due: Project 3 Reading: TBA
11	Nov 2a	Project 3 Critique (cont) Present Final project ideas to group Due: Ideas for Final Projects
11	Nov 2b	View art related to Final Project ideas Discuss responses to reading Due: Response to reading
12	Nov 9a	Introduction to Installation Practices Tutorials specific to Final Projects Final Project Lab
12	Nov 9b	Installation Practices (cont) Plan Installation for Class Show Final Project Lab and one-on-one meetings on Final Projects

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		Due: Progress on Final projects
13	Nov 16	Plan Class Show Installation (cont) Final project Lab
13	Nov 16b	Final project Crit Due: Final Projects
14	Nov 23	Thanksgiving- NO CLASS
15	Nov 30a	SHOW OPENS* (tentative date Tuesday Nov 27th)
15	Nov 30b	SHOW CLOSES- Clean up/or Final Critique Assignment: Peer Research: Based on their work, what would you recommend they read, see, experience, follow? Why?
16	Dec 7a	Final Discussion: What is the future of New Media Art? Peer Research Presentations Lab – work on websites Due: Peer Research presentations
16	Dec 7b	Last day of class Portfolio Website critique Due: Website with documentation and project statements
17 Final Exam	Dec 14	Final review of student work: 7:15am - 9:30am