

UCSC, Art Department, Summer 2022

Art 20K: Introduction to New Media and Digital Art Making

Instructor	Yolande Harris
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Course Delivery Mode	This is a fully online course with specified assignment deadlines and required peer-to-peer interactions.
Office Hours	Your Professor encourages you to reach out at any time with questions via email.

COURSE DESCRIPTION

Introduction to New Media and Digital Art Making, explores how we relate to our environments through technological means, and how to use technology as an artistic material. The course introduces digital and new media art practice and explores the use of the computer as tool and medium. It provides a hands-on introduction to the fundamentals of graphics; digital-image acquisition and manipulation; video; web design; and computer programming. Lectures, readings, and discussions examine the history of technology artwork and technology's relationship to contemporary culture.

This is a 5 credit course, GE code: PR-C (Practice: Creative Process) Prerequisite(s): two courses from ART 10D, ART 10E, ART 10F. Enrollment is restricted to proposed art and art majors. Prerequisites waived during Summer Session.

COURSE GOAL

To introduce students to new media and digital art making practices and histories. Increasing awareness of how our everyday media environments affect our being in the world lays a foundation for action and change.

ART UNDERGRADUATE PROGRAM LEARNING OUTCOMES

Students who earn a B.A. in Art will gain the skills, knowledge, and understanding that will enable them to:

1. Demonstrate proficiency in a range of techniques and media.
2. Demonstrate the ability to imagine, create and resolve a work of art.
3. Demonstrate communication through familiarity with and ability to analyze, both verbally and in writing, issues and forms of contemporary art with a clear understanding of historical precedents; and

4. Demonstrate critical thinking through the ability to articulate an insightful response and analysis of a work of art in order to participate in discussions and studio critiques.

COURSE OBJECTIVES / LEARNING OUTCOMES

1. Define vocabulary of new media and digital art.
2. Demonstrate foundational skills in sound, video and digital art techniques.
3. Recognize relationships between technology and the environment.
4. Describe historical examples of new media and digital art.
5. Formulate critiques about student's own work and that of others.
6. Design, assemble, and construct digital materials into an artistic experience.

WHAT TO EXPECT

This is an asynchronous online course available via Canvas that includes required recorded lectures, screenings, readings and discussion of video art, artists and techniques. Technical demonstrations of cameras, audio equipment, editing software are designed to support all assigned work. Required critiques of student work in process, assignments and sketches are designed to create a knowledge community where we can experience, relate to and support the development of each others' works as we practice new techniques learned in the course. These assigned projects lead to the realization of an individual final project.

REQUIRED COURSE TECHNOLOGY

[Access to software provided by UCSC, including the Adobe Creative Cloud](#) specifically you will need Photoshop and Illustrator to complete the required assignments in this course.

Audacity (sound software), Processing or p5.js (coding software).

Students need to have their own computer* (PC or Mac) capable of running the above programs.

Students will have some way to record sound such as phone microphones and cameras. Students need to have their own external hard drive for storing and editing larger sound files. Students need to have their own headphones for listening and editing, over ear recommended (instead of 'ear-buds').

***This is a technical course.** If you are new to Adobe software, then you are in the right place to learn and practice with these valuable tools. Please do not underestimate the amount of time it takes to set up and test these technologies. It is possible that you [may need to upgrade your computer to meet the product specifications](#). For technical support, please contact your Professor or Ask for Help via the [UCSC's Digital Scholarship help link](#).

For more generalized technology support, please visit [UCSC Information Technology](#) website.

COURSE REQUIREMENTS

Criteria for successful completion of course are as follows:

Complete all modules on Canvas
 Complete all assignments and present them during class critiques online
 Read and prepare for discussion all assigned readings
 Active participation in all discussion forums
 Positive collaboration with fellow students

EVALUATION AND GRADING:

There will be weekly discussion forum assignments that require you to reflect, provide feedback, analyze and practice new technics in a social space with your peers. 🙋🏻 **These Discussion and Critique Assignments equal 30% of your grade.**

Each of the following Projects are worth 10% of your grade:

Assignment 1: ⚡ Glitch images and collage, using text editor, Audacity and Adobe Photoshop

Assignment 2: 🎭 Making simple animations (memes and gifs) using Adobe Photoshop and Illustrator

Assignment 3: 🎵 Make a short sound art piece on ‘Sound Memories’, using Audacity

Assignment 4: 🎬 EITHER an interactive coding piece using P5.js OR Artist Proposal for Bias in AI artwork

The Final project is worth 30% of your grade:

🎥 Build a Portfolio Website of all the projects above and topics covered in class.

BREAKDOWN OF STUDENT HOURS PER WEEK (total 30 hours):

Classwork - Lectures, Readings: 8 hours

Major graded assignments: 14 hours

Small workshop assignments: 4 hours

Research: 4 hours

COURSE SCHEDULE

WEEK	TOPIC
Week 1	What is New Media and Digital Art Making? Glitch
Week 2	Making Images Move (memes and gifs)
Week 3	Sound Art
Week 4	Art & Code & Bias in AI?
Week 5	Final Project

Disability Resources Center (DRC):

UC Santa Cruz is committed to creating an academic environment that supports its diverse student body. If you are a student with a disability who requires accommodations to achieve equal access in this course, please submit your Accommodation Authorization Letter from the Disability Resource Center (DRC) to me by email, preferably within the first two weeks of the quarter. I would also like us to discuss ways we can ensure your full participation in the course. I encourage all students who may benefit from learning more about DRC services to contact DRC by phone at 831-459-2089 or by email at drc@ucsc.edu."

Academic Integrity:

Academic integrity is a basic and important element of academic success. The university treats instances of academic dishonesty (cheating, fabrication, plagiarism, etc.) very seriously, because they undermine the efforts of honest students, the value of a UC Santa Cruz degree and the integrity of the university as an institution.

Each student must understand the university policy on academic integrity, as well as each instructor's policy on acceptable collaboration and cheating. If you are unsure whether a particular behavior violates university or faculty policy, it is your responsibility to consult with the instructor or college provost for clarification. If you are having trouble in a class, access the success resources available to you -- it is far better to seek help than to resort to dishonest academic behaviors.

Complete information about academic integrity policy, procedure, and resources is available at http://www.ue.ucsc.edu/academic_misconduct.