Techniques in Digital Art and Design
ARTS 612 Fall 2016 | Christopher Chenier
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Digital Design Studio, 301 High Street

Course Description
This course introduces students to contemporary digital art and design practices: modes of interdisciplinary creative production concerned with the use-of and engagement-with computers, electronic media, and the web. Students will develop the critical and technical skills necessary for executing art and design projects. Sessions will emphasize the ways computers can be used for project development, prototyping, and experimentation. Most of our time will be spent in Adobe Creative Suite with core elements of Adobe Photoshop, Illustrator, and InDesign being taught through a series of short assignments. Students will learn image manipulation, motion graphics, basic design principles, and the core vocabularies of digital art and design. Further, students will be exposed to the rich and diverse range of digital practices found in contemporary art and design.

This course is intended for students of all skill levels and backgrounds. Beyond basic computer literacy, the only pre-req is that students maintain an open mind and possess the desire to challenge themselves while engaging new tools and ideas.

Goals
● Students will conceive, plan, execute, and present original digital artworks.
● Students will become independent agents in learning new digital creative skills and processes.
● Students will think creatively and critically about the role of digital culture and technology in contemporary art and design.
● Students will become critical makers through an iterative, hands-on learning process that validates making and doing as key forms of intelligence and meditation today.

Requirements
Participation
Active participation throughout this course is necessary for the successful completion of assigned work. Students are expected to maintain sustained and
rigorous studio practices throughout the term. In addition to art production, students will encounter reading and research assignments, discussions, and critiques. Students are expected to be present for all class meetings. Please email me with significant notice if you must miss a class. Chronic lateness and/or absences will jeopardize your grade. Following 1 absence, each missed session is calculated against your final grade in 1/2-letter increments (I.E. if you miss 2 classes, an “A” grade becomes an “A-”). Students will be evaluated based on the following: Participation/attitude, creative/conceptual work, technical dexterity and progress over the term.

**Statement of Commitment:**
This course is aggressively structured. For every hour spent in class, expect two hours of out of class work. Please commit to the following: Put in the time. Be respectful of your peers’ time and mine. Work your hardest, be self-motivated, learn through trial and failure. Share what you learn and know freely with all. Push yourself beyond your comfort zone. Be brave, adventurous and surprising.

**Presentations:**
Students will select an artist around whom they will craft a 20 minute presentation. Presentation materials - texts, images, links, etc. - will be circulated to the class prior to the presentation. Presentation materials will be of high quality and generous in number. Presentations will be coherently organized and thoughtfully articulated. This is a service both to yourself and to the group. Students may share no more than 2 minutes of a video during presentations.

**Grading**
Milestone Projects

**Project 1: Speculate, Nudge, Persuade**
Create a series of 3 images illustrating a promotional campaign for a product or idea of your own design. Images will be printed 24” x 36” on inkjet media.

**Project 2: GIFs**
Create a GIF or series of GIFs leveraging the movement and repetition of this ubiquitous and highly portable file format.

**Project 3: Vectors!**
Coming Soon!

**Project 4: TBA**
Coming Soon!

Schedule

**9.13 Week 1:**
Introductions & Course Overview
Review: Photoshop Lecture 1
Assignment: Short Project 1

**9.20 Week 2:**
Review: Short Project 1 and Reading
Assignment: Milestone 1

**9.27 Week 3:**
Review: Short Project 1 (part II) and Reading (Dunne and Raby)
Work in Studio
Assignment: Work on Milestone 1

**10.4 Week 4:**
Student Presentation- Laura Pierce
Critique 1: Milestone 1
Assignment: Short Project 2

**10.11 Week 5:**
Review: Short Project 2
Student Presentation:
Assignment: Milestone 2
10.18 Week 6:
Student Presentation - Max Sass
Work in studio
Assignment: Work on Milestone 2

10.25 - FALL RECESS - NO CLASS

11.1 Week 7:
Student Presentation - Ethan
Student Presentation - Nelson - *Molly Soda*
Critique: Milestone 2
Assignment: Short Project 3

11.8 Week 8:
Student Presentation: Clare
Student Presentation: Rachel
Review: Short Project 3
Assignment: Milestone 3

11.15 Week 9:
Student Presentation: Is - *Jonathan Monaghan*
Work in studio
Assignment: Work on milestone 3

11.22 Week 10:
Student Presentation: Britt
Student Presentation: AJ
Critique: Milestone 3
Assignment: Short Project 4

11.29 Week 11:
Student Presentation: Harvey - *Trecartin and Fitch*
Review: Short Project 4
Assignment: Milestone 4

12.6 Week 12:
Student Presentation: Will Pilat
Work in Studio
Assignment: Work on Milestone 4
12.13 Week 13:
Critique: Milestone 4
PARTY.

Resources

Web:

Learn Adobe Photoshop: Practical Skills for Image Manipulation and Editing
Learn Adobe Illustrator: Skills and Tools for Vector-Based Artwork
Lynda.com : Hundreds of tutorials in both general and specific topics

MoMA | Architecture and Design: here
The New Museum: http://www.newmuseum.org/
Cooper Hewitt Smithsonian Design Museum: http://www.cooperhewitt.org/
Artsy: https://www.artsy.net/
Rhizome: http://rhizome.org/
DIS Magazine: http://dismagazine.com/
BitForms Gallery: http://www.bitforms.com/
Ars Electronica: http://www.aec.at/news/
Mute: http://www.metamute.org/
VWork:http://www.vvork.com/
Vdrome: http://www.vdrome.org/
Net Art: http://www.net-art.org/
Elephant Magazine: https://elephantmag.com/
Eyebeam: http://eyebeam.org/
eyeо Festival: http://eyeofestival.com/
FAT (Free Art Technology Lab): http://fffff.at/about/
Art F City: http://artfcity.com/
FORM+CODE: http://formandcode.com/
We Make Money, Not Art: http://we-make-money-not-art.com/
Leonardo: International Society for the Arts, Science, and Technology

People:
Cory Arcangel
Hito Steyerl
Jennifer Steinkamp
Casey Reas
Anthony Antonellis
Xaviera Simmons
Sara Ludy
Angela Wascho
Ignacio Uriarte
Jacolby Satterwhite
Artie Vierkant
Katja Novitskova

Jonathan Monaghan
Stefanie Posavec
Ed Fornieles
Erica Scourti
Vuk Cosic
Eva and Franco Mattes
Hasan Elahi
Zach Blas
Young-Hae Chang Heavy Industries
Ed Atkins
John Maeda
Katie Torn
Cecile B Evans

Kate Cooper
LaTurbo Avedon

Lizzie Fitch and Ryan Trecartin - Harvey 12/6
Constant Dullaart
Erica Scourti
Tyler Coburn

Molly Soda - Nelson
Heather Dewey Hagborg - Clare

Trevor Paglen
Dina Kelberman
James Bridle
Alexei Shulgin
Olia Lialina

Penelope Umbrico

Heath Bunting
Rafael Rozendaal
Petra Cortright
Ryan Trecartin

The Yes Men
Rafael Lozano Hemmer
Jesse Darling
Golan Levin
Jason Salavon