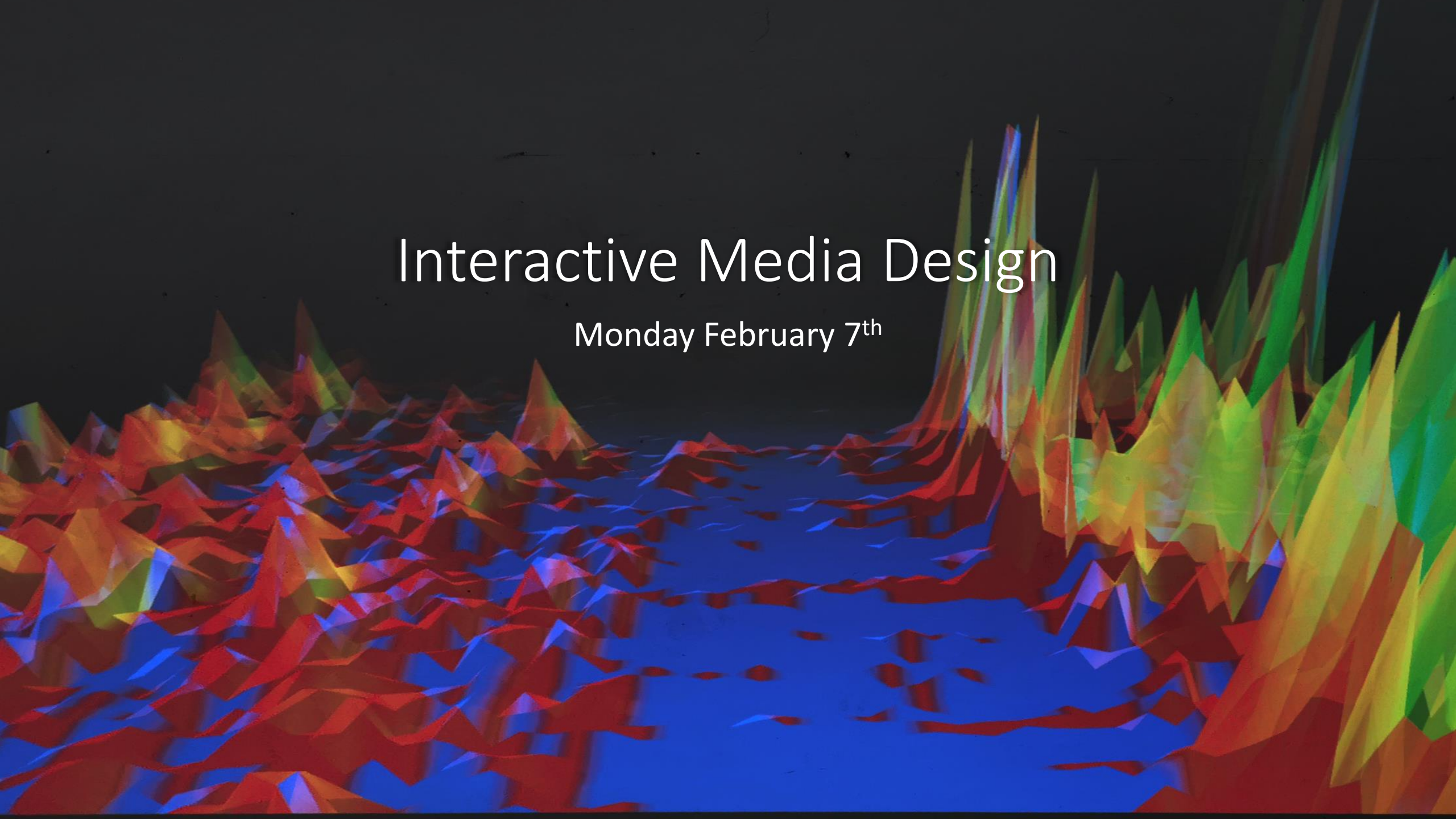


Interactive Media Design

Monday February 7th



Introductions!

- Hi my name is Jacopo Mazzoni!
- Preferred Gender Pronouns: he, him, his
- I'm a Digital Artist (main focus: ethics of technology)
- Received a BFA in Digital Arts from BGSU and a MFA in Art from WASHU
- I Love to discuss Philosophy, Technology, Art, Ethics and I'm always looking for good music recommendations!
- I'm currently reading Snowcrash by Neil Stephenson.
- I'm a local! Ask me about cool things to try in Florence!

Syllabus overview, course requirements and expectations



IT'S IN THE SYLLABUS

This message brought to you by every instructor that ever lived.

WWW.PHDCOMICS.COM

Semester: Spring 2022

Course Title: Interactive Media Design

Course Number: CDES 3103

Credit: Credit: 3, Contact Hours: 90

Meeting times: Mon-Wed 12:30pm to 3:50pm

Location: San Gallo Campus Room 104

Instructor: Jacopo Mazzoni

E-mail: jacopo.mazzoni@gmail.com

Phone: +39 3291528022

Office Hours: Available by appointment by phone or email

1. COURSE DESCRIPTION

This course focuses on the design elements of motion and interaction as they relate to new media communication. Students will become adept at using elements such as storytelling, visual design, sound design, blogging and be able to use these tools as a means to have an online presence. This course will also introduce them to the principles of animation and film narratives by combining the disciplines of creative writing, graphic design, animation, and filmmaking. At the end of this course, students will be able to develop an idea and construct a visual narrative.

2. CONTENT INTRODUCTION

This course introduces students to digital interactive techniques for artistic practices.

Florence is a town with a long history and many titles, chief amongst them is “the cradle of renaissance”. Free from the increasing specialization of jobs of the industrial era Renaissance artists were not bound by the walls we have now erected around each field of knowledge. In this class students are encouraged to actively play and experiment with technologically advanced tools in a rich cultural environment while developing a methodology centered in creative problem solving.

Intended for students with little to no prior experience with digital art, the course develops skills and understanding of new media techniques for creative cultural practices.

The students are exposed to extracts of Italian or Italy-related literature to help them understand their immediate habitat as more than a collection of fascinating ruins.

Students are welcome to incorporate any material they feel is meaningful to their practice as long as the methodology that led to the production of the art piece involves a digital step.

Students will need to operate their individual Laptop and maintain a blog and sketchbook. This is not a drawing class, you will not be graded on the quality of your sketches but you will be expected to do some visual thinking and note taking.

4. GOALS AND OBJECTIVES

The class lectures and readings combine technical, historical and philosophical materials to provide a solid foundation for the students to build their work on.

The projects evolve to cover different grades of interaction with the audience elevating the viewer from spectator to participant and driving force of the piece.

5. REQUIRED MATERIALS AND SUPPLIES

Materials necessary for this course are:

A personal **Laptop computer** manufactured in the last 10 years with reasonable storage space available.

An external hard drive is suggested but not required.

A **digital camera** for journaling purposes (the one in your phone will do)

A simple pocket-sized **journal/sketchbook** and a **fine tip pen**.

Recommended stores where to get the above listed materials are:

for fine arts supplies:

Zecchi

Manzani

Rigacci

Salvini

For electronics I suggest planning 2 days ahead and using Amazon.it or in a pinch Mediaworld in novoli

(“tramvia” stops by it)

6. GRADING POLICY AND EVALUATION PROCEDURES

Your final grade will be based on the following percentages:

15% Blog

20% Homework

20% Creative projects & critique

20% Classroom participation and attendance

25% Final project

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class. Students utilizing the strategy of appropriation in a work of visual art for political, religious or social reasons may do so. It is fundamental that students pursuing strategies of appropriation understand that in the United States *fair use* allows them to copy copyrighted material for a limited and "transformative" purpose. Given the complicated nature of how artists utilize appropriation in the 21st century, SRISA students are required to discuss ideas regarding fair use and copied imagery with their professors before turning in their assignment.

8. CRITIQUES

Critiques are friendly group discussion of each student's course work. They allow you to see your own work through the eyes of your peers and instructor, and also encourage you to develop critical insights about your work and the work of others.

Before sharing your qualitative statements, positive or negative they might be, please take the time to ask yourself why you feel that way about the work and then include that reflection in your intervention. Students must prepare a brief written statement before each critique (an elevator pitch style presentation of your work: 1 minute or less). Phones and computers must be closed/off during critique.

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- The use of cell phones and iPods is prohibited in the darkroom at all times.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a photography assignment.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

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Food, drinks, gelatos or any other edible organic substance is to be consumed outside of the computer lab, liquid containers with a lid are to be stored on the floor.

COVID-19 - students are required to follow and apply all COVID safety guidelines established by the school.

COVID19

IN GENERAL WHILE STUDENTS FEEL ILL BUT NOT WITH COVID:

- A. keep their mask on at all times.
No matter what it is, we don't want to infect others!
- B. Stay at home until you feel better.
Keep in touch with us so that we are aware of your health progress.
- C. Absences will be excused. The student will be expected to keep up with academics while at home if they do not have symptoms preventing them to do so. Absences will be counted as usual for any non-health / non-approved situations.

COVID19

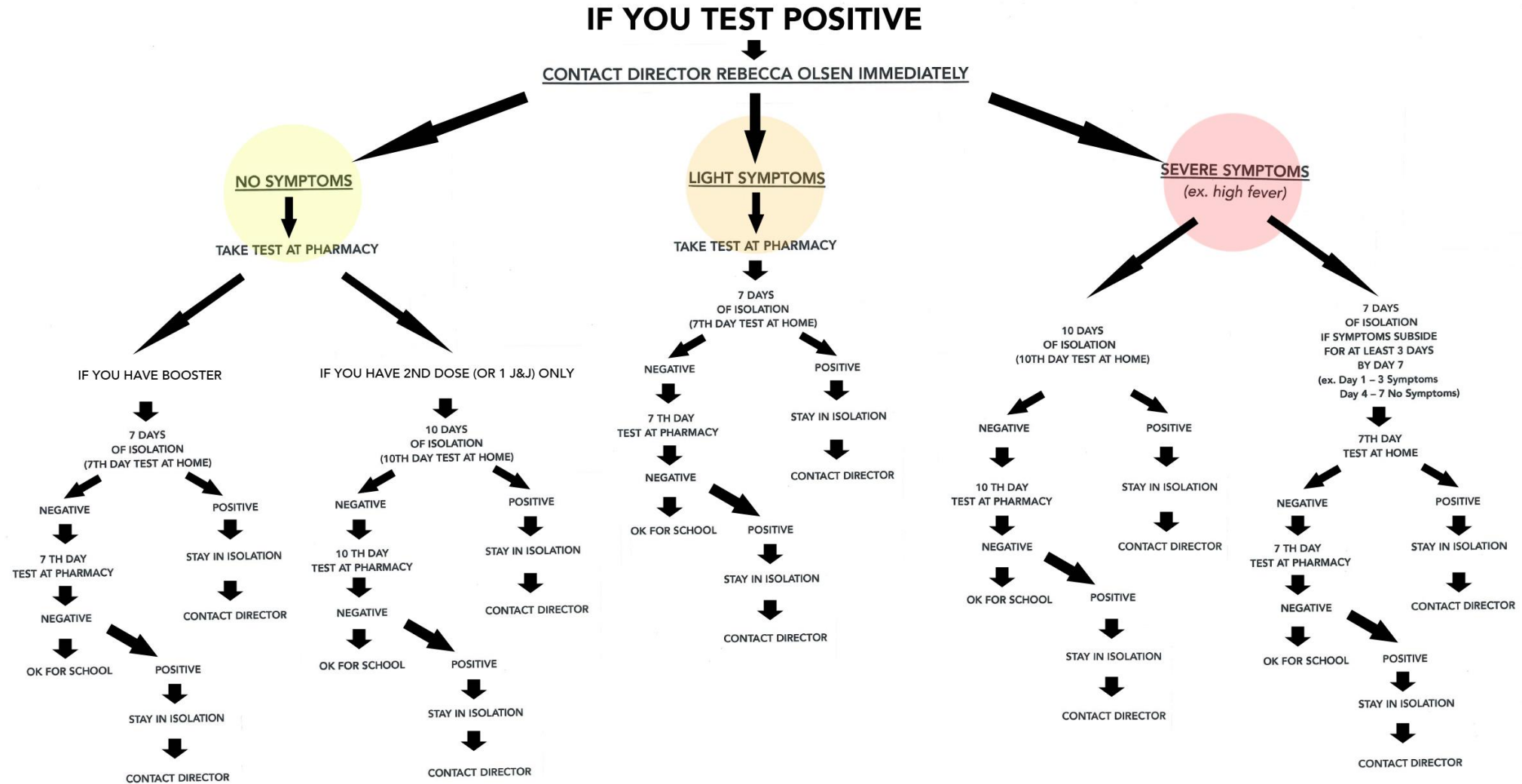
IF A STUDENT FEELS SICK:

1. Must isolate immediately. And be sure they wear a mask even at home. Isolation means staying in their own room, perhaps requesting their roommate to move out temporarily.
2. Antigen Test: Students will be asked to take a home self covid test to assess if they may have Covid or are ill with something else.
3. Contact Rebecca: Rebecca is SRISA's Covid point person and is handling all of the cases.

If they test negative the student can return to normal activities once they feel better, and they must provide us with proof of the negative result.

If they test positive the student will then take a test in the pharmacy and go into quarantine. Refer to the Covid Case Procedures flow chart.

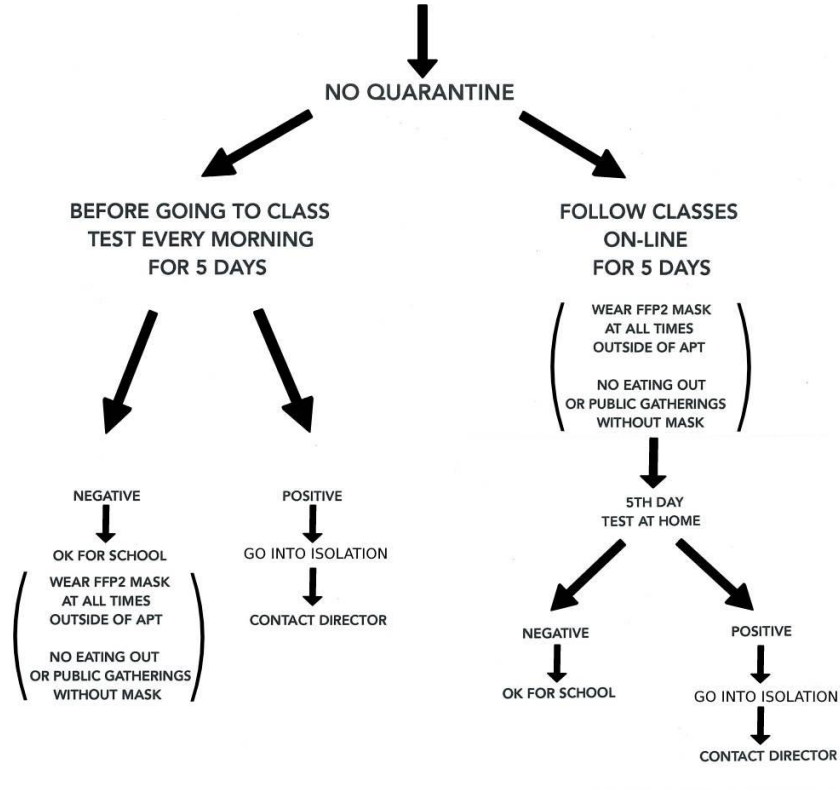
COVID CASE PROCEDURES



NOTE: SUBJECT TO CHANGE PENDING NATIONAL REGULATIONS AT THE TIME
LAST UPDATED JAN 31ST, 2022

COVID CASE PROCEDURES

IF SOMEONE ELSE TESTS POSITIVE IN YOUR APARTMENT
CONTACT DIRECTOR REBECCA OLSEN IMMEDIATELY



DELIVERY SERVICES

FOOD, GROCERIES & MEDICINES

- esselungaacasa.it
- altuoservizio.conad.it
- Deliveroo (app only)
- Just Eat (app only)
- Firenze A Domicilio (app only)
- Too good to go (app only)

Antica Farmacia Molteni Delivery M-F and sometimes Sat.

- If cost less than €15, €2 fee o Payment done only online
- Whatsapp: 3334887318
- info@anticamolteni.it Phone:055 578411

WEEK 1 - CLASS 1: February 7th

Bring your Laptop!

Class Introduction: Syllabus overview, course requirements and expectations, software installation.

(Brief Lecture: Renaissance Art and Technology),

Lab1:

Scratch Demo & Intro to p5js

Homework:

Gather materials / sketch / explore, post short reflection and sketches uploaded on the blog by midnight of the day before next week's first class

WEEK 1 - CLASS 2: February 9th

Bring your camera/phone and sketchbook! Come to class on time!

The class will meet in the san Gallo computer lab room

Fieldtrip: 15-minute walk to Galileo History of Science Museum (we will walk at a leisurely pace and we will stop along the way to point out some of the major historical buildings)

Homework: Write a 500 words response to the Museum visit on blog Reading from Italo Calvino's - Invisible Cities

The Scratch logo, featuring the word "Scratch" in a white, rounded, sans-serif font. The letters are set against a thick, orange, hand-drawn style outline that has a bubbly, irregular shape. The entire logo is centered within a light gray, cloud-like shape that has a soft, wavy border.

<https://scratch.mit.edu/>

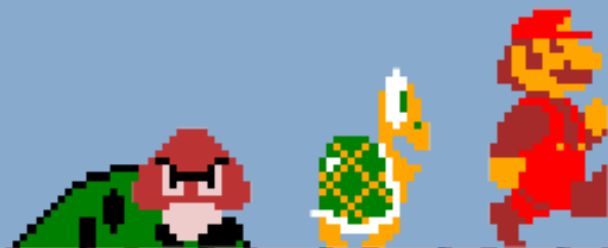
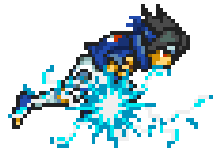
What is Scratch?

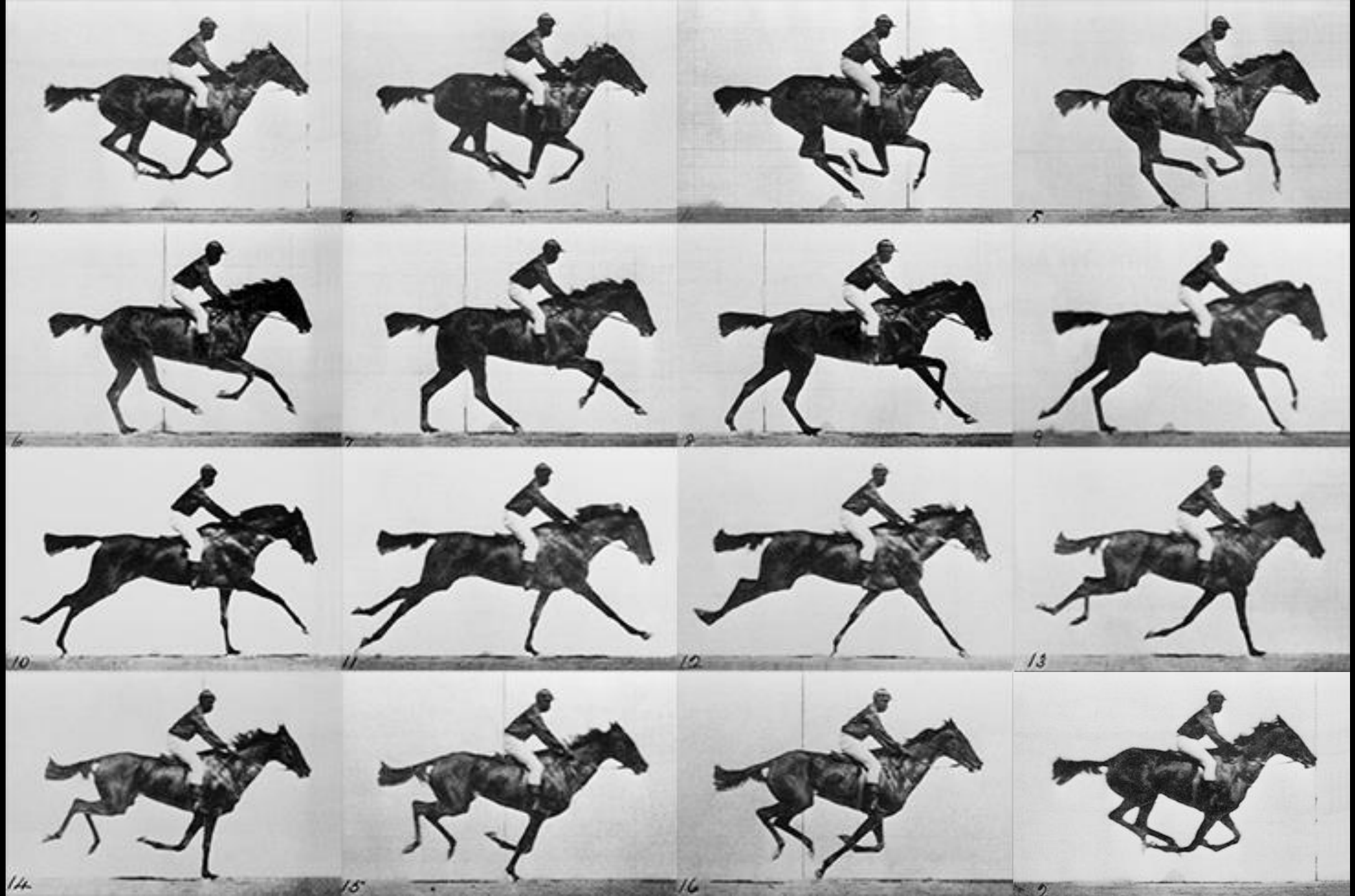
Scratch is an MIT developed tool aimed at making computer science fun and teach coding to new generations from a very early age.

How is it relevant for us?

Many reasons! Coding has a reputation for being scary and complicated.
This demo covers a lot of the basics of Creative coding in a very approachable way.

Sprites





SpaceShip Video Game Demo

<https://scratch.mit.edu/projects/237703984/editor/>

Software installation





Renaissance Art and Technology



Warring of Factions

- The struggles for power over medieval Florence are too many and complex to summarize here.
- For a long time the city's control fluctuated between factions through political manipulation and uprisings.

Armi delle Arti Maggiori e Minori.
Giudici, e Not: Mercatanti Cambio. ditta Lana.



ditta Seta. Medici e Spiti. Vajai. Beccai



Calzolai. Fabbri. Rigattieri. Linai. Morditori



Vinattieri e Uendri. Albergieri. Oliandoli. Galigai



Guilds and Arts

- Notably Florence had one of the first modern versions of unions: the guilds of arts and trades.
- The guilds were divided between minor and major ones
- The guilds had an internally run judiciary system
- Segmented society with cultural differences



The Rise of the Medici Family

- The medici ruled Florence from 1434 to 1737 with brief interruptions.
- The powerful banking dynasty financed the development of infrastructure and the arts.



Merchants of Knowledge

- The medici vast extending trade and banking network allowed them to come in contact with alchemy and astronomy and import it to the city.
- This seed will find fertile ground through the following centuries for the development of the work of geniuses from Da Vinci to Galileo.



Early Commercial Art

- While less directly related to business, the patrons would commission high visibility artwork and use the splendor of the work as a reflection of the splendor of their person.
- Instead of return of investment we can talk of return of image

Consider your place in the city:

- Are we all actors on a stage? Are we ghosts just passing by? What is our Role?
- What is your relationship to each element of this city?
- Are Florentines the keepers of a dead history or something more?
- How do we leave a positive mark on something with so much history?

