



Santa Reparata International School of Art
Course Syllabus

Semester: Spring 2022

Course Title: Interactive Media Design

Course Number: SRISA # CDES 3103

Maryville Course Number: MARY # ADIN 297

Credit: Credit: 3, Contact Hours: 90

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

Location: San Gallo Campus Room 104

Instructor: Jacopo Mazzoni

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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.

3. PREREQUISITES

No prerequisite course is needed

4. GOALS AND OBJECTIVES

The class lectures and readings entangle 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 use Amazon.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

The following grading system will be observed:

A	Excellent 4.0 (grade points awarded) 95% percentage of 100%
A-	3.7 (90% to 94%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 80%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

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.

10. COURSE CALENDAR

Week 1

Class 1: February 7th

Bring your Laptop!

Class Introduction: Syllabus overview, course requirements and expectations, software installation blog set-up.

(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 January 28th 11:59pm (midnight of the day before next week's class)

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

Week 2

Class 3: February 14th

Reading Discussion

[Project 1 assigned: still/self-portrait](#)

Lab2: Recreate a geometric pattern found in the city

Homework:

Project 1 sketches and brief written proposal as blogpost

Class 4: February 16th

Lab3: introduction to functions

Homework:

create a function that creates a complex custom shape each time it's called
Reading intro from Christiane Paul's Digital Art

Week 3

Class 5: February 21st

Reading Discussion

[Project 1 sketch and written proposal due](#)

in class work on Project 1

Class 6: February 23rd

[Project 1 due!](#)

15 minutes setup time

First critique!

10 minutes Coffee break

[Project 2 assigned: interactive Soundscape](#)

Homework:

Reading from Italo Calvino's – Marcovaldo - post 500 words reaction on blog

Collect city sounds with cellphone audio recorder – upload and post on blog

Project 2 proposal assigned

Week 4

Class 7: February 28th

Reading Discussion

[Project 2 proposal due on blog](#)

Lecture: Audio Art

[Lab4: basic audio editing and converting in audacity, p5js import audio and basic audio manipulation](#)

Class 8: March 2nd

[Lab5: basic interaction using mouse, overview of other sensors available map\(,,,\)](#)

Week 5

Class 9: March 7th

15 minutes setup

[Project 2 due](#)

[Second critique](#)

10 minutes Coffee Break

[Project 3 Assigned: Abstract Animation](#)

Homework:

Project 3 Proposal and sketches assigned

Class 10: March 9th

[Project 3 proposal and sketches due on blog](#)

Week 6

March 14th: Spring Break

March 16th: Spring Break

Week 7

Class 11: March 21st

[Lab6: Data Structures](#)

Class 12: March 23rd

Lab7: motion/animation, programmed vs generative

Lecture: Generative artists

Homework:

Reading chapter 1 from Christiane Paul's Digital Art
500 words response on blog

Week 8

Class 13: March 28th

Project 3 troubleshooting

Class 14: March 30th

Project 3 Midterm Critique

Final Project Assignment: *untitled*

Homework:

Final Project conceptual proposal
Drawings and and 500 words statement

Week 9

Class 15: April 4th

Lab8: text manipulation

Sourcing information from the internet

First draft Final Project proposal due

Class discussion/critique of first round of proposals

Go over list of artists, choose one discuss presentation outlines

Homework:

Reading from First Word Art / Last Word Art Michael Naimark

<http://www.naimark.net/writing/firstword.html>

- post 200 words reaction on blog

Compile a shortlist of digital artists you like, we will choose one together to research and present to the class

Class 16: April 6th

Work on final project

Lab9: microphone and audio viz

Homework:

Read Florian Cramer Concepts, Notations, Software, Art

https://www.netzliteratur.net/cramer/concepts_notations_software_art.html

- post 300 words reaction on blog

Week 10

Class 17: April 11th

Lab10: Classes and particle generation

Optional/advanced: Video capture

Lab 11: Particle generation

Homework:

Research artist Prepare a 5 minutes 10-15 slides presentation

Final Proposal for Final Project due

Class 18: April 13th

Week 11

Class 19: April 18th

Work on Final Project

Class 20: April 20th

Final Critique

Work on Final Project

Preparation for Student Show

Homework:

Reading from Story of Time by Umberto Eco and Kristen Lippincott - post 500 words reaction on blog

Week 12

Class 21: April 25th

Work Day: [Student blog needs to be complete](#)

Class 22: April 27th

Wrap up day: chance to clean up portfolio of pieces

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.