

BAE207 Art and New Media Technologies

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

This module surveys digital, electronic and emergent mediums to art making. Through a series of short individual workshops students will learn contemporary approaches to Art that harnesses current technologies like digital art, electronic art, digital photography and more. The workshops will be carried out in a student-centred approach and will situate the learner at the centre point of the lesson. Through the hands-on approach in the discovery and understanding of art making by utilising latest technologies, students will experience the opportunity to decode the new language of new media art.

Topics:

- An Introduction to the Practice of New Media Art
- Techniques and Software Applications
- Introduction to Formal Elements in Digital Imaging Art
- The Assemblage - A Synthesis of Different Digital Forms and Visual Textures in Composition
- Approaches to Time-based Content and Style
- New Media and Beyond

Textbooks:

: Digital Arts: An Introduction to New Media (Berg New Media Series) Bloomsbury Academic
ISBN-13: 9781780933238

: Digital Arts: An Introduction to New Media (Berg New Media Series) Bloomsbury Academic
ISBN-13: 9781780933238-AA

Learning Outcome:

- Identify the different approaches to producing Art using new media technologies and techniques.
- Discuss the content, methodology and technological aspect of a New Media artwork.
- Critique an art piece which is created using new media technologies and techniques.
- Create new media artworks using various contemporary and technological tools.
- Experiment with ideas for new media art drawn from social and cultural awareness to express meanings
- Apply appropriate new media and techniques to express artistic intentions.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	5
TUTOR-MARKED ASSIGNMENT	45
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**