

## COURSE CONTENT

<b>Course Code</b>	DD2005
<b>Course Title</b>	Survey of New Media
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	4 AUs for BFA students admitted before AY2017;
<b>Contact Hours</b>	39

### **Course Aims**

This course is designed for students who've already taken foundational Art History and is an introduction to the history and development of contemporary artistic practices under the spectrum of New Media. The starting point for the course is the situation where fine arts expanded from traditional forms into a new aesthetical condition. The course also analyses a number of concepts from Cultural Studies that have found a meaningful field in New Media. These studies and discourses will provide a strong knowledge-base for taking further Art History modules that focus on art and technology, as well as being applicable for advanced projects in design, interaction and animation.

### **Intended Learning Outcomes (ILO)**

By the end of this course, you will be able to:

1. Describe the nature and practice of different artistic media within the recent history of the relationship between art and technology.
2. Provide in-depth critique and close contextual analysis of specific New Media artworks.
3. Apply key critical theories and concepts in the development of a New Media-related project.
4. Conduct research into new ideas around New Media, through comparative analysis between different case studies across the field.
5. Articulate constructive discussions with peers where New Media artworks and related issues are debated in a logical, well informed, and creative manner.

### **Course Content**

The course is an introduction to the history and development of different forms of contemporary artistic practice considered under the spectrum of New Media. The starting point of the course is the situation where fine arts expanded from painting, sculpture and other traditional forms into a new aesthetical condition characterized by novel expressions of spatiality, (im)materiality, interactivity and immersiveness, among others.

At this point, the course approaches the association between new technological resources and linguistic and expressive demands within the field of visual culture.

New visual genres and fields encompassed in the survey include electronic, digital and computer art; video/computer games and interactive media; internet, mobile and network art.

The course also analyses a number of concepts from Cultural Studies that have found in New Media a significant field of exposure and development, such as post-humanism, hyper-reality, bio-aesthetics, cyberculture and information society.

Coursework Assignments:

Oral presentations: You will engage in two class presentations, once as speaker and one as respondent. Class presentations adopt two formats: seminars and curatorial projects. The seminar is a visual analysis on the work of a new media artist taken as a case study for the debate on particular issues, concepts or problems. The curatorial project is a proposal for an exhibition on a specific form of new media art.

Written Assignment: The final assignment takes the form of an individual essay following the research methodologies and critical tools developed during the course.

**Assessment (includes both continuous and summative assessment)**

Component	Course LO Tested	Programme LO Attributes	Weighting	Team/ Individual
<b>Continuous Assessment.</b> Written Assignment  Seminar	1,2,3,4,5		40%	Group/ Individual
<b>Continuous Assessment: Participation</b>	4, 5		20%	Individual
<b>Final Project</b>	1,2,3,4		40%	Group/ Individual
<b>Total</b>			100%	

**Recommended Reading and References**

Rush, Michael. *New Media in Art*. New York & London: Thames and Hudson, 2005

Baudrillard, Jean. "The Procession of Simulacra", *Simulacra and Simulation*, Ann Arbor: University of Michigan Press, 1994, pp. 1-42

Benjamin, Walter. "The Work of Art in the Age of its Technological Reproducibility", *The Work of Art in the Age of its Technological Reproducibility and Other Writings on Media*, Cambridge: Belknap Press of Harvard University Press, 2008, pp. 19-55

Deleuze, Gilles and Felix Guattari. "Introduction: Rhizome", *A Thousand Plateaus: Capitalism and Schizophrenia*, London: Athlone Press, 1988, c1987, pp. 3-24

Dixon, Steve. "Postmodernism and Posthumanism", *Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation*, Massachusetts: MIT Press, 2007

Eco, Umberto. *Travels in Hyperreality: Essays*, London: Picador, 1987

Lister, Martin, "Cyberculture: Technology, Nature and Culture", *New Media: A Critical Introduction*, New York: Routledge, 2009

Manovich, Lev. "What is New Media?", *The Language of New Media*, Cambridge: MIT Press, 2001, pp.18-61

McLuhan, Marshall. "The Medium is the Message." *Understanding Media: The Extensions of Man*, California: Gingko Press, 2003. pp.17-35

## Course Policies and Student Responsibilities

### (1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

### (2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign in to the attendance register.

### (3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

## Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

## Planned Weekly Schedule\*

\*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to you at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	Introduction: Course outline, assignments and timeline	1,3,5	Lecture & Discussion

2	The problem of the definition of New Media	1,3,5	Lecture & Discussion
3	The expanded notion of art: From Futurism to Mass Culture	1,2,3,4,5	Lecture & Discussion Student Seminar
4	Multimedia performance	1,2,3,4,5	Lecture & Discussion Student Seminar
5	Video-art	1,2,3,4,5	Lecture & Discussion Student Seminar
6	Digital art: Digital painting	1,2,3,4,5	Lecture & Discussion Student Seminar
7	Digital art: Digital sculpture and installation	1,2,3,4,5	Lecture & Discussion Student Seminar
8	Animation: From physical to digital	1,2,3,4,5	Lecture & Discussion Student Seminar
9	Virtual reality	1, 2, 3,5	Lecture & Discussion Student Seminar
10	Video game art	1, 2, 3,5	Lecture & Discussion Student Seminar
11	Post-Humanism: Cyborgs	1, 2, 3,5	Lecture & Discussion Student Seminar
12	Net art: Internet and mobile art	1, 2, 3,5	Lecture & Discussion Student Seminar
13	Revision of key themes and concepts. Consultation on final assignment	1, 2, 3,5	Lecture & Discussion Consultations