

CVC402 - CONCEPTS OF NEW MEDIA

Course Title	CONCEPTS OF NEW MEDIA				
Course Code	CVC 402				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 th Year / 8 th Semester				
Teacher's Name	Nicolas Lambouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose	<ul style="list-style-type: none"> ▪ Identify the technologies and mediums described as New Media and their characteristics ▪ Comprehend key concepts and contexts of New Media theory ▪ Analyze and discuss critical and theoretical codes employed in New Media practices ▪ Recognize and employ artistic applications of New Media in Arts, Design, Film and AV practices: interactive advertising, gaming, social media, interactive media, digital presentations, multimedia content, web design, web advertising, motion graphics, experimental digital art, digital installations (sonic, visual or textual), digital cinema ▪ Employ creative approaches utilized in Arts, Design, Cinema and AV into generating new forms of digital art expression ▪ Engage in an innovative artistic research and practice, focusing on the creative and expressive potentials of New Media ▪ Originate work which seeks to exhibit a high degree of visual expression, conceptual clarity and technological skill 				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> ▪ Engage in a critical analysis of New Media key concepts and questions 				

	<ul style="list-style-type: none"> ▪ Investigate the impact of New Media applications and practices in Arts, Design, Cinema and AV fields ▪ Develop conceptual understanding and methodological competence in projects related to New Media ▪ Apply an array of technical and artistic skills in producing digital media content 		
Prerequisites	Senior Status	Corequisites	None
Course Content	<p>1. New Media Timeline: traditional Media to New Media to Post-Digital</p> <ul style="list-style-type: none"> - Historical examination and analysis of the development of traditional Media and New Media up to the Post-Digital era - Technological innovations and their cultural implications <p>2. The Digital and Post-Digital Society</p> <ul style="list-style-type: none"> - Digital Natives vs. Digital Immigrants - Digital and Post-Digital forms of codification - Mass Diffusion/Dissemination and Mass Media Communication - Online Social Networks and everyday life - Hybrid Media Systems: Cyberspace, Digital AV media <p>3. New Media in Arts & Visual Culture</p> <ul style="list-style-type: none"> - The Virtual, Digital and Post-Digital in Visual Culture - Themes of New Media in Art, Digital Art and Cinema - Virtual Images/Images of the Virtual - Digital Cinema 		
Teaching Methodology	<p>The course includes theory lectures, visual presentations and screenings that will engage students in a discussion on the contexts, forms, key questions and applications of new media and digital culture. Students are assigned specific reading material and identify the key concepts in relation to their</p>		

	<p>program specialization in written assignments. Students are then asked to prepare and present an in-class presentation of their written subject assignment, thus engaging in a group discussion, developing comparative arguments and allowing constructive criticism on key issues of the class content. Finally, a practice-based project is assigned to students in which they are asked to conduct research, develop an artistic concept in relation to their subject of choice, identify the key new media visual methodologies for the specific project, and create a final artistic proposal.</p>
<p>Bibliography</p>	<p>Reference Bibliography:</p> <ol style="list-style-type: none"> 1. Austin, T., Doust, R., <i>New Media Design (Portfolio)</i>. Laurence King Publishers, 2007. ISBN: 9781856694315 2. Curiger, B., Betsky, A., Bonami, F., Brougher, K., Giffin, T., <i>Doug Aitken: 100 Yrs.</i> Rizzoli, 2014. ISBN: 9780847838325 3. Flew, T., <i>New Media</i> (4th Edition). Oxford University Press, 2014. ISBN: 9780195577853 4. Humphreys, L., Messaris, P. (eds.). <i>Digital Media: Transformations in Human Communication</i>. Peter Lang Inc., 2017. ASIN: B076JGHQNB 5. Jenkins, H., <i>Convergence Culture: Where Old and New Media Collide</i>. NYU Press: 2008. ISBN: 9780814742952 6. Kholeif, O., <i>Moving Image (Whitechapel: Documents of Contemporary Art)</i>. The MIT Press, 2015. ISBN: 9780262528108 7. Kwastek, K., <i>Aesthetics of Interaction in Digital Art</i>. The MIT Press: 2013. ISBN: 978-0262019323 8. Löwgren, J., Stolterman, E., <i>Thoughtful Interaction Design: A Design Perspective on Information Technology New Edition</i>. The MIT Press, 2007. ISBN: 9780262622097 9. Miller, V., <i>Understanding Digital Culture (1st edition)</i>. Sage Publications Ltd: 2011. ISBN: 9781847874979 10. Mondloch, K., <i>Screens: Viewing Media Installation Art (Electronic Mediations)</i>. University of Minnesota Press, 2010. ISBN: 9780816665228 11. Ruch, M., <i>New Media in Art (World of Art) New Edition</i>. Thames & Hudson, 2005. ISBN: 9780500203781

Assessment

Overall, the course is evaluated as follows:

- **Final Assessment 34%**
 - Design Intelligence 40%,
 - Research and Methodology 20%,
 - Experimentation and Analysis 20%,
 - Time management and Presentation 20%

- **Course work 66%**
 - Interim Critique 33%
 - Final Critique 33%

Students' assessment will be based on their ability to demonstrate an understanding of the key concepts, context and content of new media in relation to social, cultural and artistic discourse. In addition, students should be able to develop a coherent and challenging artistic proposal in relation to key questions deriving from new media contexts. Students' class participation, enthusiasm and creative innovation is also taken in account. Two assignments (written and practice-based project) are handed out.

Assessment Criteria for Written Assignment:

- Conceptual Understanding & Analytical Skills 40%
- Structuring & Developing Argumentation 30%

Assessment Criteria for Practice Based Project:

- Concept Development 30%
- Research & Methodology 20%
- Visual Experimentation & Application 30%
- Artistic Proposal Development 20%

	Course Assessment: <ul style="list-style-type: none">- Written Assignment 40%- Practice Based Project 40%- Class Participation 20%
Language	English