

<b>Unit Title</b>	<b>New Media and Digital Arts</b>
<b>Level</b>	4
<b>Ref No:</b>	AME_4_NMD
<b>Credit Value</b>	20 CAT Points
<b>Student Study hours</b>	Contact hours: 36 Student managed learning hours: 164
<b>Pre-requisite learning</b>	
<b>Co-requisites</b>	
<b>Excluded combinations</b>	
<b>Unit Coordinator</b>	Andrew Dewdney <a href="mailto:dewdnea@lsbu.ac.uk">dewdnea@lsbu.ac.uk</a>
<b>Parent Department</b>	Department of Arts & Media
<b>Parent Course</b>	BA (Hons) Digital Media Arts
<b>Description [100 words max]</b>	This unit introduces theoretical frameworks for considering the relationship between art, photography, culture and technology. It provides an overview of the emerging forms of digital arts and their accompanying debates. It will examine the use of interactive media by photographers, designers and artists in relationship to online practices as well as in installed contexts. It will further look at the ways in which artists and art organisations are using the World Wide Web as a medium of communication. It will pay particular attention to questions of digital aesthetics, interactivity and navigation.
<b>Aims</b>	<p>The aims of this unit are to:</p> <ul style="list-style-type: none"> <li>• Provide a descriptive framework for understanding the technological characteristics and creative possibilities of new media</li> <li>• Examine a range of current art based digital practices and their relationship to previous related artforms</li> <li>• Outline a theoretical framework within which critical questions of the place of technology within culture and society can be approached.</li> <li>• Enable students to analyse the likely impact of new digital technologies upon art practice and cultural organisations</li> </ul>
<b>Learning outcomes</b>	<p>On successful completion of this unit students will be able to:</p> <p><b>Knowledge and Understanding:</b></p> <ul style="list-style-type: none"> <li>• Recognise and distinguish the main characteristics of new media practice.</li> <li>• Identify and explain the main ways in which computer based interactive multimedia technologies are used within media and arts practices.</li> </ul> <p><b>Intellectual Skills:</b></p> <ul style="list-style-type: none"> <li>• Analyse and evaluate the dimensions of cultural debate raised by the development of digital culture.</li> </ul> <p><b>Practical Skills:</b></p> <ul style="list-style-type: none"> <li>• Apply theoretical knowledge to professional practice.</li> </ul> <p><b>Transferable Skills:</b></p> <ul style="list-style-type: none"> <li>• Compare and contrast different forms of contemporary digital arts practices</li> </ul>

	<ul style="list-style-type: none"> <li>• Analyse artefacts</li> <li>• Develop written arguments.</li> </ul>
<b>Employability</b>	This unit addresses professional knowledge relevant to working in employment contexts where digital technology applications and productions are engaged. It will assist the new media practitioner to better understand how innovation takes place.
<b>Teaching &amp; Learning Pattern</b>	<p>The unit will consist of a range of activities, including formal lectures, seminars, in class presentations, gallery visits, visiting lectures, online analysis and critical exercises using Blackboard.</p> <p>Students will be required to undertake a course of core reading as well as undertake their own investigations through the form of a self nominated case study.</p>
<b>Indicative content</b>	<p>Topics covered will include:</p> <ul style="list-style-type: none"> <li>• History of technologies</li> <li>• History of the Image, especially the technological differences between analogue and digital.</li> <li>• History of Art and technology</li> <li>• The concept of interactivity in the digital environment</li> <li>• The concept of navigation and interface</li> <li>• The broader context of connectivity in Web. 2</li> <li>• The concept of virtual reality.</li> <li>• Audience and access to electronic and digital arts.</li> <li>• Human relation to machines, subjectivity and identity</li> <li>• The development of the Archive</li> <li>• The fluid image</li> <li>• New media and the gallery.</li> <li>• New media and performance.</li> </ul>
<b><u>Assessment method</u></b>	A 4,000 word case study, based upon a new media artefact of the student's choice, which is discussed in terms of the knowledge and ideas presented in the unit. (100%)

<b>Indicative Reading</b>	<p>Baudrillard, J. (1983) Ecstasy of Communication, in, <u>Postmodern Culture</u>, (ed) Hall Foster,H. London, Pluto.</p> <p>Benjamin.W. (1936). 'The Work of Art in the Age of Mechanical Reproduction' in Evans.J &amp; Hall, S. (Eds) (1999) <u>Visual Culture: the reader</u>. London. Sage/OU.</p> <p>Blackman,L. (1998) 'Culture, technology and subjectivity', in <u>The Virtual Embodied</u>, (ed) Wood,J. (1998) Routledge. London.</p> <p>Bolter,J.D and Grusin, R (2000) 'Immediacy, Hypermediacy and Remediation', in, <u>Remediation</u>. MIT Press. Massachusetts. London.</p> <p>Castells. M, (2001) <u>The Internet Galaxy</u>. Oxford. Oxford University Press</p> <p>Dewdney. A &amp; Ride.P (2006) <u>The new media handbook</u>. London. Routledge</p> <p>Dewdney.A. (1995) Computer, Technology and Cultural form', in <u>The Photographic Image in Digital Culture</u>. ed. Lister,M. London.Routledge.</p> <p>Lister,M. (2003) (ed) New Media: A Critical Introduction. (pages 10-19) London.Routledge</p> <p>Lovejoy. M. (2004) Digital Currents: Art in the electronic age</p> <p>Manovich, L. (2001) <u>The Language of New Media</u>. Massachusetts. MIT Press</p> <p>Turkle, S. (1996) 'Identity in the Age of the Internet', <u>Life on the Screen: identity in the age of the Internet</u>. London. Weidenfeld and Nicolson.</p> <p>Rush, M (1999), 'Digital Art', in New Media in Late 20<sup>th</sup> Century Art, London, Thames and Hudson.</p> <p>Webster, F, (1999) Information and Postmodernism, in <u>Theories of the Information Society</u>, London, Routledge</p>
<b>Other Learning Resources</b>	