MVA509 - New Media

Course Title	**New Media**
Course Code	MVA509
Course Type	Elective
Level	Master (2nd Cycle)
Year / Semester	1 (1st or 2nd semester)
Teacher's Name	Nicolas Lambouris

ECTS	10	Lectures / week	3	Laboratories / week	-

Course Purpose and Objectives	Aim of the course and core objectives are: To identify the concept and applications of New Media To investigate the impact of digital media applications in Art & Design practices To develop conceptual understanding and methodological competence in digital media design To apply an array of technical skills, especially digital software, in the production of digital content
Learning Outcomes	**The Concept of New Media** • Identify the concept of 'new' or digital media within the scope of Media Studies and Art & Design • Outline the technologies described as 'new media' and their characteristics • Address the growing global demand for innovatively designed digital technologies, products and services • Analyse the 'democratization' of the creation, publishing, distribution, consumption and design of digital media content **Digital Media: Technical Skills and Applications** • Identify the industry standard software in creating digital content associate them with the creation of design work • Exhibit a basic understanding of design software such as Adobe Creative Suite and 3D Studio Max • Examine issues of interactivity and audience in formulating and producing work • Identify the applications of digital media in the Art and Design area: 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)

	New Media in Art & Design: Visual Thinking in Digital Design Practice • Employ established creative approaches from the area of Art & Design into new forms of digital expression • Engage in an innovative artistic research and practice, focusing on the creative and expressive potentials of digital media • Identify artists who employ new media into their work and analyse their input or influence in commercially produced digital content • Experiment in redefining and rearticulating art and design work utilizing the capacities of the digital media Originate work which seeks to exhibit a high degree of visual expression, conceptual clarity and technological skill.		
Prerequisites	-	Required	-
Course Content	The course offers a range of critical and practical explorations on the concept of 'new' or digital media, incorporating critical analysis of contemporary concepts such as the information society, convergence, virtuality, social network, online gaming, virtual space, digital design and interactive advertising. The social, cultural, historical, technological and commercial contexts of these relatively new mediums are examined, as well as the idea of the digital media as technological objects. An investigation is then drawn on the connection and application of these mediums within various disciplines of Art and Design. Through a series of illustrated lectures and interactive presentations students are familiarized with the creative and expressive potentials of digital media. In addition through practical workshops and use of the digital facilities students experiment in a range of mediums such web design / web applications, mobile devise interface design, interactive gaming, sonic arts, digital installations, visual and textual digital forms. Finally, expanding the idea of 'digital design', students are fostered in drawing from a number of potential digital design and application areas in defining their own personal practice.		
Teaching Methodology	The course includes a series of illustrated lectures and discussions on the idea of 'new' / digital media. Through visual examples and analysis of commercial work, the course investigates contemporary digital media content creation and its application. Workshops and short exercises will introduce and familiarize students with industry standard digital design softwares. Extensive project briefing, analysis and class discussions instigate the creative process and enable students to formulate their personal visual approach. Interim and formal group critiques of students' practical work, personal research, development and presentation of work in progress, allow for constructive criticism and examination of class progress. In addition students have access to personal tutorials which become an integral part of the teaching methodology.		
Bibliography	1. *The Medium is the Massage.* Marshall McLuhan, Quentin Fiore. Gingko Press. 2005. ISBN: 978-1584230700 2. *Sound (Whitechapel: Documents of Contemporary Art).* Caleb Kelly. The MIT Press. 2011. ISBN: 978-0262515689 3. *New Media Design (Portfolio).* Tricia Austin & Richard Doust. Laurence King Publishers. 2007. ISBN: 978-1856694315 4. *Creative Motion Graphic Titling for Film, Video, and the Web: Dynamic Motion Graphic Title Design.* Yael Braha & Bill Byrne. Focal Press. 2010. ISBN: 978-0240814193 5. *The Web Designer's Idea Book, Vol. 2: More of the Best Themes, Trends and Styles in Website Design.* Patrick McNeil. How. 2010. ISBN: 978-1600619724		

	6. *Design, Web: Interactive*. Julius Wiedemann. Taschen. 2008. ISBN: 978-3822840535 7. Adobe Creative Suite 5 Design Premium Classroom in a Book. Adobe Creative Team. Adobe Press. 2010. ISBN: 978-0321704504 New Media Poetics: Contexts, Technotexts, and Theories (Leonardo Book Series). Adalaide Morris & Thomas Swiss. The MIT Press. 2009. ISBN: 978-0262513388
Assessment	The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic assessments is also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student **confidence**, **motivation**, and **engagement** in their learning. In other words, **assessment** isn't merely an index of the amount learned—it **can also be the reason of that learning.** Interim Critique: 30% Final Critique: 30% Final Assessments: 40% **Total: 100%**
Language	ENGLISH