

### DESCRIPTION OF THE STUDY SUBJECT

#### Title

**BASICS OF MODERN MEDIA ART AND TECHNOLOGIES**

#### Scope of the subject

Semester	Mode of studies	Structure*				Total number of hours	Number of credits	Group and type of subjects
		L	PS	C	S			
I	Full-time	28	16	8	58	110	4	Compulsory subjects of the study field
I	Part-time	12	12	28	58	110	4	

\*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

#### Aim of the subject

To know theories of modern media art and the impact of media technologies on transformations of artistic ideas, expression and aesthetics, to be able to apply media technologies in art ideas realization processes.

#### Necessary background knowledge for studying the subject

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#### Content of the subject

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	PS	C		
1. Links between modern art and new media technologies. Impact of development of media technologies on modern art and its development. Implementation of technological novelties in the popular and elite art discourse. Artistic solutions and artists' searches that have determined development of hardware and software and their use in the practice of artistic creation.	10	-	-	-	<b>10</b>
Case study: problems of using technologies in artistic creation.	-	-	2	16	<b>18</b>
2. Audiovisual media in modern art. Technological development of photography, cinematography and video media, peculiarities of application in artistic practice. Development of video technologies, innovations and implementation of innovations in the practice of artistic creation. Links of image and sound in a complex and traditional media art creation field.	6	5	-	-	<b>11</b>
3. Media synthesis in virtual / networked spaces. Combination and synthesis of media in media objects, virtual environments. Peculiarities of commercial and artistic production and specificity of the means of expression.	6	-	-	4	<b>10</b>
4. Media synthesis, complex pieces of art of new media and new media possibilities. Special combination of technologies and artistic ideas in order to influence, change the environment and reflect on local / global problems. Reasoned choice of the means of expression and combination with traditional creative forms. Integrated creation of various art fields using technological media (performances, installations, events, fractal art, genetic art, etc.).	6	4	-	4	<b>14</b>
Practical works. Performance of creative works using hardware and software tools (performance, installation, short film or video work storyboard, scenario writing, etc.).	-	7	2	10	<b>19</b>
<b>Preparation of the project and its defence.</b> Performance of creative media project using hardware and software.	-	-	4	24	<b>28</b>
<b>Total number of hours</b>	<b>28</b>	<b>16</b>	<b>8</b>	<b>58</b>	<b>110</b>

#### Assessment of learning outcomes

Ten-point criteria-based assessment system as well as cumulative assessment using individual cumulative index (ICI) are applied. The overall grade is the sum of grades for intermediate accountings and project (PR) multiplied by weighted coefficients.

ICI = 0,2 CS + 0,2 Pw + 0,6 PR, CS – case study, Pw – practical works

**Recommended literature**

Key literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house	Number of copies and/or internet link		
				ŠSC library	Other premises	Other libraries *
1.	2011	Nevinskaitė L. Šiuolaikinės medijos ir masinės komunikacijos teorija	Vilniaus universiteto leidykla	Elektroninis išteklius		
2.	2010	Meškys, K. Audiovizualinių projektų vadyba: mokomoji knyga	Vitae Litera	1	-	1
3.	2009	Manovich L. Naujųjų medijų kalba	Mene	2	-	2
4.	2009	Lukys A. Medijų pagrindai	ARS Baltija	5	-	5
5.	2004	Durham P. J. Kalbėjimas vėjams (Komunikacijos idėjos istorija)	Lietuvos rašytojų sąjungos leidykla	2	-	12
Additional literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house and/or internet link			
1.	2013	Fotografai - Lietuvos nacionalinių kultūros ir meno premijų laureatai: [albumas]	Lietuvos fotomenininkų sąjunga			
2.	2013	Parker Michael. Digital video processing for engineers a foundation for embedded systems design	Singapore: Newnes			
3.	2012	Woods John, W. Multidimensional signal, image, and video processing and coding	Boston: Academic Press			
4.		Computer Arts	<a href="http://www.computerarts.co.uk/">http://www.computerarts.co.uk/</a>			

\* ŠAVB – Šiauliai Region Povilas Višinskis Public Library, ŠU – library of Šiauliai University

**Required material resources and their short description**

- **Equipment (devices):** computers (16 units), computers connected to the local network and connected to the Internet, multimedia projector, printer, scanners.
- **Software:** Adobe Premiere Pro CC or later, CorelDraw X6 or later, Lightroom or another.

**The description prepared by:**

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