

NEW MEDIA PROGRAM MODULE

Faculty of Fine Arts in Belgrade

The new study programs (4 BA + 1 MA) at the Faculty of Fine Arts in Belgrade are organized as modules: Painting, Sculpture, Printmaking and New Media.

The New Media program module covers a wide range of experimental artistic approaches, methodologies and cultural phenomena from the mid-20th century until today.

The program is established upon the faculty's twenty years of artistic and theoretical research, and pedagogical experience in new media art. It blends the fundamental visual skills, primarily drawing, and the diverse fine art curriculum which distinguish the educational profile of the FFA, with complex poetics, methodologies and techniques of new media art. The program is logistically flexible, taking into account the development strategy required by the new media art education.

The New Media curriculum features a suite of tutorial, production-based, and theoretical courses and seminars. The program-specific courses are New Media Art Intro, Transmedia Research, Technology of New Media and Discursive Practices in Art and Media. **Transmedia Research** is the main tutorial course of the curriculum. This set of program-specific courses is a platform for the efficient program realization, for curriculum development with the introduction of new, specifically profiled courses, and for academic and technical collaboration with other institutions.

Curriculum

1st Year BA

Mastering the fundamental visual skills coordinated with the introduction to the interdisciplinary research methods and theoretical aspects of new media art.

Courses: Drawing (Study), Anatomy, New Media Art Intro, Technology of New Media, Discursive Practices in Art and Media, Art History, Psychology, Foreign Language (English, French, German, Russian).

2nd Year BA

Choice of mentor at the main tutorial course. Intensifying of the research into the technological, methodological approaches and theoretical aspects of new media art coordinated with mastering the fundamental visual skills, and the development of cognitive and expressive potentials of visual arts.

Courses: Transmedia Research, Drawing, Technology of New Media, Discursive Practices in Art and Media, Art History, Pedagogy, Foreign Language (English, French, German, Russian).

3rd Year BA

Understanding of the poetic, procedural, technological, theoretical, historical and cultural aspects of new media art. Mastering the complete process of conceptualization, research, production, presentation, evaluation and positioning of the new media art project.

Courses: Transmedia Research, Drawing, Technology of New Media, Discursive Practices in Art and Media, Art History, Psychology, Philosophy, Methodics, Elective (a choice of one in: Sculpture – Modelling, Extended Sculpture, Painting, Mural, Relief Printing, Intaglio, Lithography, Screen-printing).

4th Year BA

Further modelling the program according to the student's creative affinities and concluding the BA level education through the diploma project. Thorough understanding of the poetic, procedural, technological, theoretical, historical and cultural aspects of new media art. Mastering the complete process of conceptualization, research, production, evaluation, presentation and positioning of the new media art project.

Courses: Transmedia Research: BA Project, Technology of New Media, Discursive Practices in Art and Media, Art History, Psychology, Philosophy, Methodic Practice, Elective 1 and Elective 2 (a choice of two in: Sculpture – Modelling, Extended Sculpture, Painting, Mural, Relief Printing, Intaglio, Lithography, Screen-printing).

1st Year MA

Choice of mentor for the MA diploma project. Poetically profiled elaboration of the creative, procedural, technological, theoretical, historical and cultural aspects of new media art. Mastering the complete process of conceptualization, research, production, evaluation, presentation and positioning of the complex new media art work. Concluding the MA level education through the creation, presentation and defense of the diploma project.

Courses: Transmedia Research: MA Project, Technology of New Media, Discursive Practices in Art and Media, Art History, Theories and Poetics of Modern and Contemporary Art, Elective 1 and Elective 2 (a choice of two in: Sculpture – Modelling, Extended Sculpture, Painting, Mural, Relief Printing, Intaglio, Lithography, Screen-printing, Digital Printmaking).

Program-Specific Courses

New Media Art Intro

This tutorial course at the 1st year BA level is a practical introduction to the artistic, methodological and poetic aspects of new media art. It combines production, lectures and consultations. Students produce smaller scale projects in photography, video, film and installation, and/or their combination with traditional fine art techniques. Lectures provide an insight into the phenomenological diversity of new media art. Consultations address and elaborate the theoretical, technical and procedural aspects of student production.

Transmedia Research

The main tutorial course of the New Media study module. [Course overview](#).

Technology of New Media

Understanding the conceptual and mastering the methodological aspects of new media art technology. This tutorial seminar runs at all years of BA and MA level, with each semester covering a specific technical subject. It combines workshops, production and consultations. Workshops provide theoretical understanding and hands-on experience in various new media art techniques. Students produce small-scale projects in the techniques covered by the current program. Consultations address and elaborate the technological and procedural aspects of the student production.

Course Subjects by Semester

1. BA: Photography in new media art. Digital and analogue techniques in shooting, processing, materializing and presenting the photographs.
2. BA: Digital video and film. The role of directorial, photographic and editorial aspects in the creation of art projects based on video and cinema. Digital and analogue techniques in shooting, processing, materializing, and presenting video and film.
3. BA: Sound art: from acoustics foundation to sound production, post-production and integration with other media.
4. BA: Digital imaging: from the principles of generating, recording and synthesizing, through editing and compositing, to presenting and materializing the digital image. Introduction to the infographics and creative coding.
5. BA: 3D modelling: from the idea, sketching, sculpting and transforming to finalizing and rendering.
6. BA: 3D animation from the idea, design and transforming to finalizing and rendering.

7. BA: Contemporary materials and techniques for modelling, prototyping, building complex objects and installations. Introduction to physical computing and 3D printing.

8. BA: Computer networking and communication protocols. Creative use of WWW protocol: HTML5, CSS3, JavaScript and scripting libraries.

1. MA: Creative coding and procedurality. Processing PDE.

2. MA: Computer-controlled interactivity, physical computing and physical interaction using Processing, Arduino and external devices.

Discursive Practices in Art and Media

Systematic integration of theoretical studies and creative research with art practice. This seminar runs at all years of BA and MA level, with each semester covering a particular subject. It combines lectures, workshops and production. Lectures: phenomenological and theoretical study of various aspects of new media art. Workshops: reading sessions and discussions. Production: small-scale art projects relating to the topics covered by the current program.

Course Subjects by Semester

1. BA: Relations and reflections between contemporary art and art theories, the history of the theory of art and media, actualization of theory, theoretical methodologies and objectives.

2. BA: Art from the perspective of theoretical disciplines in the 20th and the 21st century: philosophy, aesthetics, applied aesthetics, critical theory, media theories, cultural theories, cognitive sciences, etc.

3 and 4. BA: Concepts and styles in studying the theory of perception.

5. BA: Combining the theoretical and critical thinking with production practice in new media art and digital culture.

6. BA: Comparative analysis of traditional and contemporary modes of art production and postproduction.

7. BA: Models and theories of performative arts in the art studies, theories of culture, media and performance.

8. BA: Relations between art and politics. Positions, functions and roles of the arts in various political and economic contexts.

1. MA: Development of managerial skills in the arts. The functional principles of the art system.

2. MA: The concepts and skills in project management, different types of cultural projects and methodologies.