

Transmedia Research

New Media Department | Faculty of Fine Arts in Belgrade

SYLLABUS

Associate Professor Dejan Grba, DA

Course Web Page: <https://tinyurl.com/opq3xjg>

Course Description

Transmedia Research is the major, individually mentored, production-based studio course at the New Media Department. It is dedicated to building the student's creative insight into new media art through the development of conceptual thinking, technical skills, technological and theoretical knowledge, critical discourse, individual integrity and responsibility.

Mentoring Strategy

My mentoring strategy emphasizes the integration of transdisciplinary approach with technical mastery for the creation of inventive, innovative and socially relevant artwork.

The focus is on harmonizing the artistic research with artistic experimentation, and students are free to choose the ideas, methodologies, forms and media for their projects with consideration for conceptual cogency, material and logistic feasibility. The students are expected to take initiative in mastering the skills and competences working with tools and techniques required by their projects.

Goals

Understanding of new media art, contemporary cultural phenomenology, relevant scientific, technological and theoretical disciplines.

Acquiring skills for creation, contextualization and evaluation of new media art projects.

Developing independent critical assessment of and discourse in new media art.

Program

The program combines production, lectures, workshops, consultations and exhibitions. The lecture and workshop program is actively generated throughout the academic year according to the current interests and research subjects of both the professor and the students who are encouraged to suggest the themes for lectures, guest professors, workshops and excursions.

Production

Production is focused on the development and production of students' art projects. The emphasis is on harmonizing the research and experiment with the efficiency and technical sophistication, and

students are required to improve and successfully defend the conceptual and structural integrity of their projects prior, during and after production.

Lectures

Lectures provide an insight into the phenomenological diversity of new media art and contemporary culture, and in 2018/2019 will cover the topics such as VR in the Arts and AI and the Arts.

Workshops

Workshops in fall semester 2018 include *Introduction to Generative Sound Synthesis* by Philippe Kocher from **HdK in Zürich** (21-23 November), and lectures by Vladan Joler **Exploitation Forensics** about his acclaimed project *Internet Atlas* and forthcoming book *Critical Cartography of the Internet and Beyond* (December). In spring semester 2019 (March/April) the teaching/lecturing residence by professors Anton Cierni and Jaroslav Kyša from **APK+ Studio** at AFAD in Bratislava

in fall semester 2018 include the teaching residence by guest (October) and Generative Sound seminar by Daniel Bisig and Philippe Kocher from (November).

Consultations

Consultations take place twice a week and are dedicated to addressing and elaborating the conceptual, formal, technical and theoretical aspects of the emerging student projects. See the **CONSULTATIONS MANUAL**.

Exhibitions

Gallery presentations of student projects, selected and set up according to the clearly defined curatorial concepts. It provides the students experience building through preparing and promoting the exhibitions, establishing contacts with cultural institutions, and direct exposure to the public reactions and professional critique.

Course Requirements

Each student is required to:

- Fully produce and present at least one new media art project per semester.
- Keep me informed on their ideas for lectures, workshops and excursions.
- Check their e-mail twice a week.

Exam

Pre-Exam Requirements

Regular class attendance, completed and documented artwork(s), ready for the FFA exhibition set-up.

Exam Requirements

Adequately exhibited artwork(s) at the FFA exhibition. See the **FINAL EXHIBITION MANUAL**.

Grading

THERE IS NO GRADE INFLATION IN TRANSMEDIA RESEARCH COURSE.

Criteria

Quality of the produced works: 50% (50 points). It includes (but is not limited to) the factors such as: conceptual depth and technical efficiency of the work; research value, innovativeness and critical character of the work; relationship between the perceptual, intellectual, emotional, narrative and other formal and informal values.

Verbal explication of the project: 20% (20 points).

Regular class attendance, quality of the class activity and professional responsibility: 20% (20 points).

Quality of the FFA exhibition set-up: 10% (10 points).

Grading Range

Grades are expressed as: exceptional 10 (ten): 95-100 points, excellent 9 (nine): 85-94 points, very good 8 (eight): 75-84 points, good 7 (seven): 65-74 points, satisfactory 6 (six): 55-64 points, non-satisfactory 5 (five): ≤54 points.

Final Comments

We make the final discussion of your work and grades in the class during the FFA exhibition.

Context

The term *new media art* refers to a wide spectrum of creative methods and approaches that strategically transcend and redefine the notions of artistic media, challenging the distinctions between artistic process, experience and product. It denotes a creative position rather than artistic category or genre, and new media artwork can be identified as an authentic outcome of the activity whose concept, content and form defy the strict definition of one or more known media and cannot be unquestionably placed within the established art disciplines such as painting, music, film, etc. The interrelatedness of conceptual, ethical, emotional, perceptual, corporeal, material, spatial and temporal aspects in new media art often manifests itself through thematization or critique of political, cultural and other social issues.

Useful Links

Contact: dejan.grba@gmail.com

My art projects: <http://dejanrba.dyndns.org/art-projects/en/>

My artist statement: <http://dejanrba.dyndns.org/dejan-grba/en/artist-statement.php>

My authorial platform: <http://dejanrba.dyndns.org/dejan-grba/en/authorial-platform.php>

My teaching philosophy: <http://dejanrba.dyndns.org/dejan-grba/en/teaching-philosophy.php>

Consultations manual: <http://dejanrba.dyndns.org/teaching/en/transmedia/platform/info/transmedia-consultations-manual.pdf>

Final exhibition manual: <http://dejanrba.dyndns.org/teaching/en/transmedia/platform/info/transmedia-exhibition-manual.pdf>