COM3507: DIGITAL ART AND COMMUNICATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Digital Art and Communication

Subject Code
COM - Media and Communication
Course Number
3507

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
EN2858 Digital Art and Communication

Exclusive Courses
Nil

Part II Course Details

Abstract

This course will give an overview of major theories of art and cyber culture, focusing on strategies for storytelling, identity formation, and social networking within digital media environments. The course will also introduce students

to technological tools to carry out assignments within digital media environments. The course will thus enable students to think about the impact of digital media and cyber culture on psychological and aesthetic aspects of identity and storytelling. Students will be exposed to interdisciplinary approaches to art and cyber culture, including empirical studies of communication and ethnographic approaches from within the arts and humanities. They will express their ideas and exercises in popular formats such as photo-blogs, discussion boards, live diaries, web cams, or role-playing games.

Students in different fields of study have experienced digital media revolutions in their daily work practices while exploring new intellectual and technological paradigms. In this course, they will be exposed to theories of art and cyber culture to reflect on the impact of digital media on aspects of identity formation, social networking, storytelling, and popular culture. Whereas the course will be based in theoretical concepts and popular issues and debates in the field of cyber culture, the course also intends to teach students how to adopt critical and creative statements within the digital media environment. After taking this introductory course, students will be better prepared to reflect on cyber culture and select basic digital media programs to become participants.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze major theories of art and communication related digital technologies		x	x	x
2	Make aesthetic decisions within new media environments		x		
3	Employ adequate design strategies within new media environments			x	x
4	Discuss the cultural and political significance of digital art		x		
5	Carry out a basic art project with web design and digital photography		x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Practising design strategies within digital media environments	1	Throughout the class
2	Oral presentation	Oral presentation about a digital artist or art collective of the students' choice	2	2 weeks
3	Group Project Presentation	Presentation of web design project	3	2 weeks

4	Group Discussion	Group discussions of the concepts and theories covered in the course	4	Throughout the class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Oral presentations: Students will carry out a group presentation at the end of the semester	1	30	
2	Design exercises: Students will carry out various design exercises throughout the semester.	2	30	
3	Web design: Students will carry out one web design and photography project.	3	30	
4	Attendance and Participation: Students' participation in the activities listed in part 3 or above will be graded.	4	10	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Oral presentations

Criterion

Ability to present about a digital artist or art collective of the students' choice

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task
Design exercises

Criterion
Ability to practice the design strategies within digital media environments

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Web design

Criterion
Ability to carry out a web design and photography project

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Attendance and Participation

Criterion
Participation in the activities listed in web design and photography project

Excellent (A+, A, A-)
High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Cultural Perspectives on Digital Art and Communication, History and Theory of Cyber culture, Communication Aesthetics

Reading List

Compulsory Readings

	Title
1	Jerome McGann (2001). Radiant Textuality : Literature after the World Wide Web. Palgrave.
2	Packer & Jordan (Eds.). (2001). Multimedia: From Wagner to Virtual Reality. New York:W.W.Norton & Company.
3	David Gauntllett & Ross Horsley (Eds.). (2004). Web.Studies. Arnold & Oxford University Press.
4	Garcia, David & Lovink, Geert. The ABC of Tactical Media. From http://www.nettime.org
5	Galloway, Alexander R. (2004). Protocol: How Control Exists after Decentralization. The MIT Press.
6	Haraway, Donna (1991). Simians, Cyborgs, and Women: The Reinvention of Nature. Routledge: New York
7	Lippard, Lucy (1966). Pop Art. Fredrick A. Praeger: New York
8	Lovink, Geert. New Media Culture in the age of the New Economy. Fromhttp://subsol.c3.hu/subsol_2/contributors/lovinktext.html
9	Manovich, Lev (2001). The Language of New Media. Cambridge, Mass: MIT Press.
10	Mac Gann, Jerome (2001). Radiant Textuality: Literature after the World Wide Web. New York :Palgrave.
11	Paul, Christiane (2004). Digital Art. Thames and Hudson.
12	Plant, Sadie (1997). Zeroes and Ones: Digital Women and the New Technoculture. New York: Doubleday.
13	Ross, David. Art in the Age of the Digital. From http://switch.sjsu/web/ross.html
14	Schleiner, Anne Marie. Various writings on http:://LUCKYKISS_xxxand http://www.opensorcery.net
15	Wallis, Brian (Ed.). (1984). Art After Modernism: Rethinking Representation. New York: The New Museum of Contemporary Art.
16	Weil Benjamin. Art in Digital Times: From Technology to Instrument. Fromhttp://wwwsva.edu/salon/salon_10/essay/php?nav+essay&essay=9

Additional Readings

	Title
1	Nil