

## COURSE CONTENT

<b>Course Code</b>	DA 9012
<b>Course Title</b>	Media Art Nexus
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39

### **Course Aims**

This elective course will introduce you to processes of digital art for media architecture, which you will then apply in the production of an original site specific public art installation within specific forms of media architecture such as urban screen and media façade. The course provides you with the experience necessary to expand your artistic digital art skills into the domain of media architecture and wider into public art.

### **Intended Learning Outcomes (ILO)**

By the end of this course, you (as a student) would be able to:

1. Identify and discuss techniques used to create digital art for media architecture.
2. Demonstrate command of techniques required to create media art project for site specific media architecture.
3. Apply an original digital artwork to a selected media format for a site-specific media architecture exhibition.
4. Present site-specific digital art with rationale in a clear and cohesive manner.
5. Critique digital art ideas and techniques employed by peers in a constructive manner.

### **Course Content**

The class is organized along the following themes:

#### **Media Façade: Intersection of fine art, new media art and architecture**

Overview of the key examples of digital art, visual media/audio that use architecture urban screens as a digital canvas. Analysis of a wide range of case studies emerging in the cross section of fine art, new media, technology and architecture.

#### **Introduction to methods of artistic research, concept development for artwork within urban context**

An investigation of methodology for delivering artworks for site-specific media façade: the theme and its relevance to the artwork experience, reflection on time and cultural context, connection with the site (physical and conceptual), and knowledge on how to produce, install and maintain the work during exhibition.

#### **Building prototypes for media architecture**

An exploration of alternative media strategies, techniques and tools for creating content for urban screens and media façades. Identifying and analyzing media formats that combine digital painting, motion graphics, video and/or photography. You will analyze and explore how to utilize alternative methods within chosen media to create unique abstract and cinematic experiences.

#### **Participatory Architecture and Urban Interaction**

Introduction to creating real time audio driven visuals

### Class assignments

Four creative projects will explore digital art making for site-specific media façade: -composition of an inspirational mood board, storyboard, short abstract and cinematic narratives, exhibition tasks production of final short video and exhibition tasks. Developed through lectures, tutorials, class exercises and peer/instructor feedback sessions.

### Exhibition Tasks

You will be expected to devote time organizing the exhibition associated with this course and to participate in various practical tasks during the course in preparation. The exhibition will be supported by website/catalog for which you would contribute with a short essay about the art produced.

### Assessment (includes both continuous and summative assessment)

Component	Course LO Tested	Related Programme LO or Graduate Attributes	Weighting	Team Individual
<b>Continuous Assessment</b> Mood board Storyboard Prototype	1,2,3	Competence, Creativity, Communication, and Character	40	<b>Individual</b>
<b>Final project</b> Production of Final short video	1,2,3,4	Competence, Creativity, Communication, and Character	40	<b>Individual</b>
<b>Continuous Assessment Participation</b>	5	Competence, Creativity, Communication, and Character	20	<b>Individual Team</b>
Total			100%	

### Reading and References

#### Recommended

- Brynskov, M. *Urban Interaction Design, Towards City Making* 2014.
- Haeusler, M. *Media Facades-History, Technology, Content*. Avedition, 2009.
- Haeusler, M. Martin Tomitsch, and Gernot Tscherteu. *New Media Facades: A Global Survey*. Avedition. Ludwigsburg, Germany 2013.
- Häusler, Hank. Martin Tomitsch, Luke Hespanhol, Gernot Tscherteu *Media Architecture Compendium: Digital Placemaking* 2017
- Pop, Susa, et al. *What Urban Media Art Can Do-Why, When, Where and How*. Avedition. (2016).
- Pop, Susa. *Urban Media Culture*. Avedition GmbH. 2012.

### Course Policies and Student Responsibilities

#### (1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

## (2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign in to the attendance register.

## (3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

## Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, and collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

## Planned Weekly Schedule\*

\*Subjected to adjustment by instructor according to students' progress, public holidays and unforeseeable circumstances.

Week	Topic	Course LO	Readings/ Activities
1	<ul style="list-style-type: none"> <li><b>Media Façade: Intersection of fine art, new media art and architecture</b></li> </ul> <p>Overview of the key examples in expanding field of digital art, visual media/audio that use architecture urban screens as a digital canvas. Analysis of a wide range of case studies emerging in the cross section of fine art, new media, technology and architecture.</p>	1,5	<p><b>Introductory Lecture</b>  <b>In-class discussion</b> on past works from MAN NTU and upcoming media facade collaboration</p> <p><b>Assigned Project 1a:</b>            Research on theme, concept, artist and technique for media architecture proposal</p>

2 -3	<ul style="list-style-type: none"> <li>• <b>Introduction to methods of artistic research, concept development for artwork within urban context</b></li> </ul> <p>An investigation of methodology for delivering artworks for site-specific media façade: the theme and its relevance to the artwork experience, reflection on time and cultural context, connection with the site (physical and conceptual), and knowledge on how to produce, install and maintain the work during exhibition.</p>	1,2,3,4,5	<p><b>Lecture</b> on Classification, History, Technology and the latest developments in the scope of media facades.</p> <p><b>Presentation of the first project.</b> Critique and feedback. Add list of possible specific techniques and media formats</p> <p><b>Consultation and Review on research</b></p> <p><b>Assigned Project 1b: Mood-board</b> Creating mood board for urban media art proposal: include inspiration, concept, and specific media formats and techniques that would be used (photos, drawings or digital imaging techniques)</p>
4-8	<ul style="list-style-type: none"> <li>• <b>Introduction to methods of artistic research, concept development for artwork within urban context</b></li> </ul> <p>An investigation of methodology for delivering artworks for site-specific media façade: the theme and its relevance to the artwork experience, reflection on time and cultural context, connection with the site (physical and conceptual), and knowledge on how to produce, install and maintain the work during exhibition.</p> <ul style="list-style-type: none"> <li>• <b>Building digital art prototypes for media architecture</b></li> </ul> <p>An exploration of alternative media strategies, techniques and tools for creating content for urban screens and media façades. Identifying and analyzing media formats that are combining digital painting, light, motion graphics, video and/or photography. Students will analyze and explore how to utilize alternative methods within chosen media to create unique abstract and cinematic experiences.</p> <ul style="list-style-type: none"> <li>• <b>Participatory Architecture and Urban Interaction</b></li> </ul> <p>Introduction to generative and interactive led walls and media art facades</p>	1,2,3,5	<p><b>Lectures on:</b></p> <ul style="list-style-type: none"> <li>- <b>Projection facades, rear projection facades, window raster animation, display facades, illuminated facades, mechanical facades and voxel facades</b></li> <li>- <b>Animated Data Architecture</b></li> <li>- <b>Generative interactive media façade</b></li> </ul> <p><b>Assigned Projects</b></p> <p><b>Project 2: Prototype</b> Create short animated or cinematic tests</p> <p><b>Project 3: Storyboard</b> Based prototypes develop and submit a solid urban media art proposal for final installation (photos, drawings or digital imaging techniques)</p> <p><b>Project consultation</b> Storyboard for Final project</p> <p><b>Project Critique</b> Storyboard.</p> <p><b>Student Presentations</b> on assigned</p>

9-12	<ul style="list-style-type: none"> <li>• <b>Exhibition Tasks</b> Students will be expected to devote time in organizing of the exhibition and also to participate in various practical tasks during the course in preparation for the exhibition. The exhibition will be supported by website/catalog for which students would contribute with a short essay about the art produced.</li> <li>• <b>Continuous review of final assignment through various stages of completion</b> Throughout the last 5 weeks of the semester the final assignment will be subject to review through its various stages of completion. This will be carried out in class presentations by students and will allow for a peer-review-based examination of the works in progress. In this highly interactive process you will learn through and from the work of your peers and the advice offered by the lecturer. These reviews will take all previously learned concepts into account and test the students in terms of their understanding of applying these to practice.</li> </ul>	1,2,3,4,5	<p><b>Lectures on:</b></p> <ul style="list-style-type: none"> <li>- <b>Challenges of co-curating media content for trans-local urban media screens</b></li> </ul> <p><b>In-class exercise</b> exhibition tasks</p> <p><b>Continuous review</b> Final assignment</p> <p><b>Assigned Projects</b></p> <p><b>Project 4 Final assignment:</b> Full audio-visual abstract or cinematic, short film or photographic sequence. Based on original mood board and storyboard. Duration 2min Continuous assessment and feedback throughout production.</p> <p><b>Student Presentations</b> on final assignment with critique and feedback</p>
13	Exhibition officially opens	4,5	