

COURSE CONTENT

Course Code	DN1004
Course Title	Foundation 4D
Pre-requisites	NIL
No of AUs	3
Contact Hours	52 (1h Lecture, 3h Tutorial)

Course Aims

This studio course expose students to basic concepts, elements and principles used by artists and designers in 4D (time-based) creative practices. Drawing on historical and contemporary time-based creative practices, the course will provide opportunities for students to develop basic competencies, aesthetic and creative problem solving skills through the creation of short form time-based work that explores the potential image, sound, time and space in shaping viewer's perception. The course provides students a context to explore and situate their creative interest for more advanced exploration of time-based creative practice.

Intended Learning Outcomes (ILO)

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

1. Describe basic concepts, key terms and figures in 4D art and design practice.
2. Apply principles of 4D practice in the creation of their 4D work.
3. Communicate competently their ideas and the processes used via written and oral presentation.
4. Critically evaluate, interpret and discuss the theoretical, formal and technical aspect of 4D creative practice.

Course Content

- **Image and meaning:**

Overview of image as a vehicle of communication in art and design.

Introduction to the semiotics of the image.

Introduction to the fundamentals of composition and form within the image e.g. Wide angle, close up, focal length etc. and explore how they can serve or subvert its content.

Image juxtaposition.

- **Text, Sound and Image:**

Overview of Sound and Text in the art and design.

How text, sound and image can reinforce / contradict each other.

The literal / the metaphoric use of text and sound in art and design.

- **Time in Art and Design:**

Overview of time as an element in art & design and historical and contemporary time-based art and design practices. E.g. photography, film, video art, sound art.

Expressing, representing and manipulating Time in still and moving image.

Rhythm, Movement, Flow.

- **Interaction, Space and Time in Art and Design**

Overview of New and emerging forms of art: New media art, digital art, performance art, installation art, interactive art etc.

Space and interaction as element in art and design practice.

Duration, Causality and agency.

Assessment (includes both continuous and summative assessment)

Component	Course LO Tested	Related Programme LO or Graduate Attributes	Weighting	Team/Individual
Continuous Assessment 1 (CA1): Assignments	1,2,3,4	Competence, Creativity, Communication and Character	60%	Individual/ Team
Continuous Assessment 2 (CA2): Participation	3, 4	Communication and Character	20%	Individual
Final Project	1,2,3	Competence, Creativity, Communication and Character	20%	Individual
Total			100%	

Reading and References

- a) John Berger, *Ways of Seeing*, Penguin
- b) Roland Barthes, 'Rhetoric of the Image' in *Music Image and Text*, Vintage Classic
- c) Ellen Mueller, *Elements and Principles of 4D Art and Design*, Oxford University Press

Recommended

- d) Mark Wigan, *Sequential Images*, AVA Publishing
- e) Michael Rush, *New Media in Art*, Thames and Hudson
- f) Claire Bishop, *Installation Art*, Tate
- g) Robert Edgar, *The Language of film*, AVA Publishing
- h) Bruce Block, *Visual Story*, Focal Press

Course Policies and Student Responsibilities**(1) General**

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

(2) Punctuality

Students 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, 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 - 3	<p>Image and Meaning</p> <p>Overview of image as a vehicle of communication in art and design.</p> <p>Introduction to the semiotics of the image.</p> <p>Introduction to the fundamentals of composition and form within the image e.g. Wide angle, close up, focal length etc. and explore how they can serve or subvert its content.</p> <p>Image juxtaposition.</p>	1,2,3,4	<p>Lecture on Image and Meaning.</p> <p>Readings on Image and Meaning</p> <p>In-class exercise on image and meaning</p> <p>Assign Project on Image and meaning</p> <p>Project consultation on Image and meaning</p> <p>Project Critique on Image and meaning</p>
4 - 6	<p>Text, Sound and Image</p> <p>Overview of Sound and Text in the art and design.</p> <p>How text, sound and image can reinforce / contradict each other.</p> <p>The literal / the metaphoric use of text and sound in art and design.</p>	1,2,3,4	<p>Lecture on Text, Sound and Image</p> <p>Readings Text, Sound and Image</p> <p>In-class exercise Text, Sound and Image</p> <p>Assign Project Text, Sound and Image</p> <p>Project Consultation on Text, Sound and Image</p>

			Project critique on Text, Sound and Image
7 - 10	<p>Time in Art and Design: Expressing, Representing and manipulating time</p> <p>Overview of time as an element in art & design and historical and contemporary time-based art and design practices. E.g. photography, film, video art, sound art.</p> <p>Expressing, representing and manipulating Time in still and moving image.</p> <p>Rhythm, Movement, Flow.</p>	1,2,3,4	<p>Lecture on Time in Art and Design</p> <p>Readings on Time in Art and Design</p> <p>In-class exercise Time in Art and Design</p> <p>Assign Project Time in Art and Design</p> <p>Project consultation Time in Art and Design</p> <p>Project Critique Time in Art and Design</p>
11 - 13	<p>Time, Space, Interaction in Art and Design</p> <p>Overview of New and emerging forms of art: New media art, digital art, performance art, installation art, interactive art etc.</p> <p>Space and interaction as element in art and design practice.</p> <p>Duration, Causality and agency.</p>	1,2,3,4	<p>Reading on Time, Space, Interaction in Art and Design</p> <p>In-Class Exercise on Time, Space, Interaction in Art and Design</p> <p>Assign Project for Time, Space, Interaction in Art and Design</p> <p>Project consultation for Time, Space, Interaction in Art and Design</p> <p>Project Critique on Time, Space, Interaction in Art and Design</p>