

**Approval: 9<sup>th</sup> Senate Meeting**

**Course Name:** New Media Arts  
**Course Number:** HS 209  
**Credits:** 1-0-3-3  
**Prerequisites:**  
**Intended for:** UG  
**Distribution:** Elective  
**Semester:** Odd/Even

**Course Preamble:** Students of various disciplines can learn new media art approaches. New Media Arts course will give students opportunity to think and express themselves by using technical, artistic tools as used in computer graphics. They can use these skills and techniques in their regular courses too.

**Course Outline:** New media arts (electronic and time-based arts) course require research, idea development, production, presentation and critique. This course will have a beginning understanding of how to create meaningful new media art works by working through these steps: Concept, Content and Context Development – which includes: mindful use of technology for research and development, investigation of traditional and new media art practices. Production – Collaborate with others in idea generation and development. Use software applications, traditional art media, and emerging technologies to create mixed realities including time-based work.

Post production: Presentation, Discussion and Critique – to communicate ideas to intended audience and use of critical analysis abilities to evaluate work-in- process as well as final projects.

**Modules:**

**Module - I (14 Lecture Hours)**

Introduction to Art, Fundamentals of Art, Introduction to Traditional Media, Introduction to New Media Arts, Visual Communication.

**Module - II (12 Lab Hours)**

Drawing and Composition, Creating Illustration

**Module - III (15 Lab Hours)**

Introduction to photography, Introduction to Animation

**Module - IV (15 Lab Hours)**

The Face and the Public: Race, Secrecy, and Digital Art Practice, Introduction to Audio Editing, Introduction to Video Editing, Multimedia portfolio, Show casing.

This course is based on studio projects, readings, discussions and field trips. This course will provide demonstrations and hands-on experience with digital multimedia software, including digital imaging tools (digital photography, scanning, Photoshop, Illustrator, Sound forge and Adobe premiere), basic video and sound system. and introduction to the sequential image work.

**Textbooks:**

1. Richard L. Lewis & James Luciana, (2004), Digital Media: An Introduction, Prentice Hall.
2. Christiane Paul, New Media (2009), New Media in the White Cube and Beyond - Curatorial Models for Digital Art, University of California Press
3. Mark Tribe, (2006), New Media Art (Taschen Basic Art Series), Taschen GmbH
4. Lisa Nakamura, (2007), Digitizing Race: Visual Cultures of the Internet, Univ Of Minnesota Press.

**References:**

1. The Definitive Visual Guide (2008), Editorial consultant Andrew Graham-Dixon, DK Publication.
2. Gayatri Sinha, (2009), Art and Visual Culture in India (1857-2007), published by Marg.
3. Nancy Adajania (a writer, Critic and Curator based in Mumbai, India), New-Context Media: A Passage from Indifference to Adulation.
4. Michael Rush, (2005), New Media in Art, Thames and Hudson.
5. UGC Model Curriculum (2001), Report of The Curriculum Development Committee In Visual Arts.
6. Vision Statement: School of Culture and Creative Expressions, Ambedkar University, Delhi.
7. Gayatri Sinha & Paul Sternberger (2007), India: Pubic Places, Private Spaces Contemporary Photography and Video Art, Marg Publication.
8. P.N.Mago, (2001), Contemporary Art in India: A Perspective, National Book Trust Publication. India.