



Name of subject	Interactive media
Entity running the module	The Faculty of Graphic Arts and Media Art, Department of Media Art
Entity for which the module has been prepared	The Faculty of Graphic Arts and Media Art, Department of Media Art
Module type	Basic module, compulsory module in the field of Media Art, specialty: Photography
Year of study/ semester; mode of attendance	Year 2, semester 3 First level full-time studies
ECTS credits	3 / sem.
Module organizer	adiunkt I st., dr Maja Wolińska
Academic aims	Classes within the module: Interactive media constitute a part of training in the field of Media Art. The academic aim is to identify media phenomena in art with special emphasis on interactive non-linear narration, games and network art.
Module prerequisites	Successful completion of the module: Rudiments of interactive techniques, ability to use audio-video recording and editing tools, basic knowledge of Action Script.
Learning outcomes with respect to:	
– knowledge	Students acquire basic knowledge and skills in the area of Media Art concerning interactive media. They can also interpret the notion of interactive media in art and their connotations in modern culture.
– skills	Students acquire basic skills in the area of Media Art concerning programming, image and sound editing, as well as preparation for the creation of their own original artistic expression and conscious media communication with the use of tools characteristic for interactive media.
– personal and social competence	Students acquire competences in the area of Media Art concerning the comprehension and critical evaluation of the specificity of interactive media in contemporary culture and art.
Module content	Identification of the area of artistic activities in interactive media: artistic activities in the network, software art, internet games, video games, modifications, culture jamming. Execution of a project based on non-linear narration: working with interactive video and sound, interface creating, navigation designing, presentation in a group, discussion in a group.
Module form and number of module hours	45 hours/semester Lectures, individual or team projects, public presentation and analysis of the project, work in laboratories and field work, consultations and corrections, short presentations concerning selected elements of the module.
Assessment methods and criteria	50% task performance / active participation in classes / work-in-progress reviews / project execution 50% open work review - project presentation
Assessment type	Graded pass
Literature	Ryszard W. Kluszczyński: Sztuka Interaktywna, Od dzieła- instrumentu do interaktywnego spektaklu. Wydawnictwa Akademicki i Profesjonalne, Warszawa 2010 Ryszard W. Kluszczyński: Społeczeństwo informacyjne. Sztuka multimedialna., Rabid, Kraków, 2001, Nicholas Negroponte: Cyfrowe życie., Książka i Wiedza 1997 Warszawa, Marshall McLuhan: Zrozumieć media. Przedłużenia człowieka., Wydawnictwa Naukowo-Techniczne, Warszawa 2004, Gamescenes – Art in the Age of Videogames. Matteo Bittanti & Domenico Quaranta, Johan & Levi Editore, October 2006. Also: Internet services of known media art festivals, such as Ars Electronica, Transmediale, etc.
Notes	Access to audio/video/computer laboratory and recording equipment. Possibility of using alternative interactive technologies selected by the students.
Language of instruction	Polish language, it is possible to communicate in English too