



Course name	LANGUAGE OF CONTEMPORARY MEDIA (IN ART)
Entity running the course	Faculty of Painting and Sculpture, Department of Art Mediation
Entity for which the course has been prepared	Faculty of Painting and Sculpture, Department of Art Mediation, specialization: Exhibition Curator
Course type	compulsory, basic
Year of study / semester; Type of studies	1st year / 1st and 2nd semester; full-time MFA studies
ECTS credits	2 / 2
Academic tutor	senior lecturer Piotr Krajewski
Aim of the course	To provide knowledge on the issue of the language of new media in art. To introduce basic concepts referring to the language of new media in art and discuss historical changes of its content. To present selected theories of the language of new media in art. To help students acquire the ability to identify the developmental characteristics of the language of new media.
Prerequisites	Basic knowledge of contemporary art, and phenomena of contemporary culture. Being open to diverse artistic attitudes.
Learning outcomes:	
– knowledge	– the student learns basic concepts and terms of the language of new media in art – he or she learns about the history of the language of new media in art and gets acquainted with terms specific to the given areas of the language of new media in art. – they learn to distinguish between innovative and typical forms of the language of new media in art
– skills	– the student learns to properly apply the learnt terms and ideas – he or she is able to identify the linguistic measures used in a particular work, and to use proper terms to describe new media works – they can conceptualize the issues and phenomena emerging in the field of new media art
– personal and social competence	– the student gains experience in expressing problems using discursive language and critically interpreting works of art, both individually and in a group – the student uses the acquired knowledge to consciously conceptualize assumptions of their own art-works
Course content	The outline of new media output against a background of the changes of art in the 20 th century. The forming of the language of the new media. The language of classical photography and the transformation of photography into a digital medium. The forming of a new language exemplified by the differences between video and optical film at the turn of the 60's. The evolution of the language of video and the transformation of relations between video and film. The language of video-art: videotapes to videostreaming. The language of communication media art. Art and contemporary scientific discourse (bio art, genetic art, neuron webs).
Course form and number of course hours	The class is theoretical. The basis for it is the lecture showing abundant visual documentation, eventually turning into a discussion. The course takes place at the WRO Art Center's media library or the gallery. 1st semester: 2 hours/week, 30 hours per semester 2nd semester: 1 hour/week, 15 hours per semester
Assessment methods and criteria	Attendance, active participation and preparation for classes (ability to summarize the set texts) (70%), as well as the ability to use the gained knowledge demonstrated in classes (30%).
Assessment type	non-graded pass / graded pass
Literature	Marshall McLuhan, Przekaznik jest przekazem, Przekazniki „zimne” i „gorące”, [w:] tegoż, Zrozumieć media. Przedłużenia człowieka, Warszawa 2007 Lev Manovich, Język nowych mediów, Warszawa 2006 Ewa Wójtowicz, Od info-estetyki do teorii software. Koncepcje Lva Manowicha wobec projektów net-artu. < http://www.scribd.com/doc/53099274/Od-info-estetyki-do-teorii-software-Koncepcje-Lva-Manowicha-wobec-projektow-net-artu > Piotr Krajewski, Wprowadzenie do Traktatu o obrazie, [w:] Zbigniew Rybczyński, Traktat o obrazie, Poznań 2009 Piotr Krajewski, Od Monumentu do marketu. Świat przekodowany, [w:] Działania artystyczne w przestrzeni publicznej. Aspekty estetyczne i społeczne, Wydawnictwo posympozjalne, Gdańsk 2007 Ryszard W. Kluszczyński (red), W stronę trzeciej kultury. Koegzystencja sztuki, nauki i technologii, Gdańsk 2012
Teaching aids	The classes takes place at WRO Art Center. The WRO media and communication infrastructure is used as well as the in-house digital and library resources and collections.
Language of instruction	Language of the class: Polish. Literature in Polish and English (sporadically German and French if the group declares such a possibility).