

SM6316: MEDIA ART: THEORY AND PRACTICE II

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Media Art: Theory and Practice II

Subject Code

SM - School of Creative Media

Course Number

6316

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course covers the development and importance of New Media Art. Beginning with media archaeology and tracing advances in recording and presentation technologies, the course examines how innovations in media adds meaning to making art. Lectures cover how key technological developments in interactivity, networks, telepresence, programming, robotics, big data, artificial intelligence, augmented and virtual reality, bio/genetic engineering, generative systems and more have been incorporated into art practices. The course shows how artists have partnered with sciences to both utilize and often discover resonant possibilities within new technologies. Societal and cultural trends like immersive art experiences, social media, computational sensing, blockchain NFTs, Art+Tech, and more are commented on and often re-appropriated into artworks that reflect how technology becomes a media and how that media can become art.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Critically analyze issues and ideas inherent in New Media Art		x		
2	Recognize how advances in science, engineering and programming have been explored by artists			x	
3	Conduct research across multiple and diverse platforms			x	x
4	Interact directly with existing public/gallery/museum artworks and present them in ways that show curatorial, investigative, or creative innovation.			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and discussion	Multimedia Lectures, demonstrations, and class discussion	1, 2	
2	Readings and Research	A mix of video, online games, historical text, online database searches	1, 2, 3	
3	Field Research	Visits to public artworks, exhibitions and gallery shows	3, 4	
4	Collaborative Activity	In-class activity to establish capacity with new media art discourse.	1, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Midterm and Final Test*	1, 2	60	-	No
2	Research Questions and Review	2, 3, 4	20	-	Yes
3	Demonstrated Field Research	4	10	-	Yes
4	Collaborative Project Contribution	1, 4	10	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Additional Information for ATs

* The course does not follow the university examination rules or schedule and the term ‘tests’ is more appropriate as it's a classroom activity.

Assessment Rubrics (AR)**Assessment Task**

Midterm and Final Test (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Review students' recognition and understanding of key artworks, art history movements, themes, major art figures, concepts and theory of New Media Art. Each topic is presented through questions that students must answer correctly.

Excellent

(A+, A, A-) The tests are weighted based on standard grading schemes. Student has received over 85% correct in questions from the lectures.

Good

(B+, B, B-) The tests are weighted based on standard grading schemes. Student has received 70% - 84% correct in questions from the lectures.

Fair

(C+, C, C-) The tests are weighted based on standard grading schemes. Student has received over 55% - 69% correct in questions from the lectures.

Marginal

(D) The tests are weighted based on standard grading schemes. Student has received 50% - 54% correct in questions from the lectures.

Failure

(F) The tests are weighted based on standard grading schemes. Student has received less than 49% correct in questions from the lectures.

Assessment Task

Readings and Research (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students should demonstrate ability to apply skills to undertake directed, multi-platform research, build up arguments, vet underlying concepts and theory, recognize patterns and relevance.

Excellent

(A+, A, A-) - Excellent grasp of materials, ability to explain key concepts, assumptions, and debates, demonstrating sound knowledge of the field

- Evaluative judgments about existing research and demonstrate application of strong critical thinking skills
- Strong ability to approach a text or a theme using a variety of theories and analytical tools

Good

(B+, B, B-) - Firm grasp of materials, ability to explain key concepts and assumptions

- Appropriate judgments about existing research and demonstrate application of critical thinking skills
- Ability to approach a text or a theme using a variety of theories and analytical tools

Fair

(C+, C, C-) - Comprehensive grasp of materials, able to explain key concepts

- Appropriate judgments about existing research
- Weak ability to approach a text or a theme using a variety of theories and analytical tools

Marginal

(D) - Loose grasp of materials, cannot explain key concepts

- Marginal judgments about existing research
- Poor ability to approach a text or a theme using a variety of theories and analytical tools

Failure

(F) - Poor grasp of materials

- Fail to make reasonable judgments about existing research
 - Fail to approach a text or a theme using a variety of theories and analytical tools
-

Assessment Task

Field Research (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students must seek, observe and analyze site-specific artworks, placing each in the larger frameworks (theme, theory, art historical, etc.) covered in the lectures and readings. The threshold of 'discovery' lies in a student's self initiative to conduct field research and to personalize theories for her/his personal daily experience.

Excellent

(A+, A, A-) - Rich, informative content, excellent grasp of the material with in-depth and extensive knowledge of the subject matter

- Rigorous organization, coherent structure, and systematic exposition with a strong sense of narrative
- Superior presentation skills: distinct pronunciation, fluent expression and appropriate diction, exact time-management
- Critical analysis with insightful comments opening up new issues, or suggesting the ability to theorize

Good

- (B+, B, B-) - Adequate content with firm grasp of the material that informs the audience on a subject matter
- Reasonable organization, balanced structure and composition
 - Good verbal communication: comprehensible pronunciation, fluent expression and diction, fair time-management

Fair

- (C+, C, C-) - Adequate content With comprehensive grasp of the material demonstrating basic knowledge of the subject matter
- Fair organization, weak structure and composition
 - Fair presentation skills: acceptable pronunciation, expression and diction, fair time-management

Marginal

- (D) - Weak content, loose grasp of the general ideas with some knowledge of the subject matter
- Poor organization, structure and composition
 - Poor presentation skills: marginal pronunciation, expression and diction, poor time-management

Failure

- (F) - Inadequate content, fail to identify the general ideas with knowledge of the subject matter
- No organization, structure or/and composition
 - Poor presentation skills: marginal pronunciation, expression and diction, minimal time-management
-

Assessment Task

Class Collaborative Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

This assessment task reviews students' participation and performance in a collective media project. Individually students engage in a temporal, layered contribution to a larger media artwork.

Excellent

- (A+, A, A-) - Active in-class participation in design and structure of media project
- Full weekly contribution to creative media project
 - Full prioritization of contribution in both theory and practice

Good

- (B+, B, B-) - Active in-class participation in design and structure of media project
- Partial weekly contribution to creative media project
 - Partial prioritization of contribution in both theory and practice

Fair

- (C+, C, C-) - Partial in-class participation in design and structure of media project
- Occasional contribution to creative media project
 - Occasional prioritization of contribution to both theory and practice of project

Marginal

- (D) - Unmotivated in-class participation in design and structure of media project
- Rare contribution to creative media project
 - Undemonstrated prioritization of contribution in both theory and practice

Failure

- (F) - unwilling to engage in-class participation in design and structure of media project
- No contribution to creative media project
 - No prioritization of contribution in both theory and practice
-

Assessment Task

Midterm and Final Test (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Review students' recognition and understanding of key artworks, themes, major art figures, concepts and theory of New Media Art. Each topic is presented through questions that students must answer correctly.

Excellent

(A+, A, A-) The tests are weighted based on standard grading schemes. Student has received over 85% correct in questions from the lectures.

Good

(B+, B) The tests are weighted based on standard grading schemes. Student has received 70% - 84% correct in questions from the lectures.

Marginal

(B-, C+, C) The tests are weighted based on standard grading schemes. Student has received 50% - 69% correct in questions from the lectures.

Failure

(F) The tests are weighted based on standard grading schemes. Student has received less than 49% correct in questions from the lectures

Assessment Task

Readings and Research (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students should demonstrate ability to apply skills to undertake directed, multi-platform research, build up arguments, vet underlying concepts and theory, recognize patterns and relevance.

Excellent

- (A+, A, A-) - Excellent grasp of materials, ability to explain key concepts, assumptions, and debates, demonstrating sound knowledge of the field
- Evaluative judgments about existing research and demonstrate application of strong critical thinking skills
 - Strong ability to approach a text or a theme using a variety of theories and analytical tools

Good

- (B+, B) - Firm grasp of materials, ability to explain key concepts and assumptions
- Appropriate judgments about existing research and demonstrate application of critical thinking skills
 - Ability to approach a text or a theme using a variety of theories and analytical tools

Marginal

- (B-, C+, C) - Loose grasp of materials, cannot explain key concepts
- Marginal judgments about existing research
 - Poor ability to approach a text or a theme using a variety of theories and analytical tools

Failure

- (F) - Poor grasp of materials
- Fail to make reasonable judgments about existing research
 - Fail to approach a text or a theme using a variety of theories and analytical tools
-

Assessment Task

Field Research (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students must seek, observe and analyze site-specific data or artworks placing each in the larger frameworks covered in the lectures and readings. The threshold of 'discovery' lies in a student's self initiative to conduct field research and to personalize theories for her/his personal daily experience.

Excellent

(A+, A, A-) - Rich, informative content, excellent grasp of the material with in-depth and extensive knowledge of the subject matter

- Rigorous organization, coherent structure, and systematic exposition with a strong sense of narrative
- Critical analysis with insightful comments opening up new issues, or suggesting the ability to theorize

Good

(B+, B) - Adequate content with firm grasp of the material that informs the audience on a subject matter

- Reasonable organization, balanced structure and composition

Marginal

(B-, C+, C) - Weak content, loose grasp of the general ideas with some knowledge of the subject matter

- Poor organization, structure and composition

Failure

(F) - Inadequate content, fail to identify the general ideas with knowledge of the subject matter

- No organization, structure or/and composition
-

Assessment Task

Class Collaborative Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

This assessment task reviews students' participation and performance in a collective media project. Individually students engage in a temporal, layered contribution to a larger media artwork.

Excellent

(A+, A, A-) - Active in-class participation in design and structure of media project

- Full weekly contribution to creative media project
- Full prioritization of contribution in both theory and practice

Good

(B+, B) - Active in-class participation in design and structure of media project

- Partial weekly contribution to creative media project
- Partial prioritization of contribution in both theory and practice

Marginal

(B-, C+, C) - Unmotivated in-class participation in design and structure of media project

- Rare contribution to creative media project
- Undemonstrated prioritization of contribution in both theory and practice

Failure

(F) - unwilling to engage in-class participation in design and structure of media project

- No contribution to creative media project
 - No prioritization of contribution in both theory and practice
-

Part III Other Information

Keyword Syllabus

Media Archeology, Art/Science, Art+Tech, Database, Immersive, Interactive, Telepresence, Networked, Intelligent, Body/Technology Hybrids, Artificial Intelligence, Machine Learning

Reading List

Compulsory Readings

Title	
1	To be determined on a case by case basis, adapted each semester to reflect most current research

Additional Readings

Title	
1	To be determined on a case by case basis, adapted each semester to reflect most current research