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| <b>Title:</b>   | New Media in Art Ed <b>APPROVED</b>   |
| <b>Long Title:</b>  | New Media in Art & Design Education   |
| <b>Module Code:</b>   | EDUC8026  |
| <b>Duration:</b>  | 1 Semester  |
| <b>Credits:</b>   | 5   |
| <b>NFQ Level:</b>   | Advanced  |
| <b>Field of Study:</b>  | Education Studies   |
| <b>Valid From:</b>  | Semester 1 - 2012/13 ( September 2012 )   |
| <b>Module Delivered in</b>  | no programmes   |
| <b>Module Coordinator:</b>  | ALBERT WALSH  |
| <b>Module Author:</b>   | MARK EWART  |
| <b>Module Description:</b>  | This module provides students with the opportunity to explore how new media techniques, collaborative processes and equipment can be utilised within a second level context. Programmes such as Photoshop, iMovie and windows movie maker will allow students to work with digital imagery and manipulation. The work of artists who have used these technologies and how they interface with traditional art practices will be explored and students will be encouraged to look at how resulting Installation, performance and digital media, might motivate and challenge pupils at second level. |
| <b>Learning Outcomes</b>  |   |
| <i>On successful completion of this module the learner will be able to:</i>   |   |
| LO1   | Produce digital based imagery that explores the unique qualities and visual language of new media art practices.  |
| LO2   | Examine the relationship between new and traditional media identifying appropriate teaching content that assists teachers in connecting with pupils' interests and motivation.  |
| LO3   | Evaluate the work of new media artists in order to explore how particular themes and concepts might be used to inspire second level pupils to become conversant with critical thinking and discourse.   |
| LO4   | Demonstrate safe use and access to ICT equipment.   |
| LO5   | Adapt artistic concepts and imagery to computer programmes such as Photoshop and Imovie.  |
| LO6   | Discuss media literacy issues within Art & Design Education such as safe and discerning access to mass media imagery for the empowerment of second level pupils   |
| <b>Pre-requisite learning</b>   |   |
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i> |   |
| <b>Incompatible Modules</b><br><i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>   |   |
| No incompatible modules listed  |   |
| <b>Co-requisite Modules</b>   |   |
| No Co-requisite modules listed  |   |
| <b>Requirements</b><br><i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>   |   |

No requirements listed

**Module Content & Assessment**

**Indicative Content**

**These workshops will address the following areas:**

Digital media in contemporary art examining the themes and issues that are explored by contemporary artists. Integration between new media and traditional art disciplines as well as awareness of media literacy issues at second level. Photoshop skills and techniques such as creating files, importing imagery, layers and effects. Animation and basic filmmaking techniques using programmes such as Imovie and Windows Moviemaker. Health and safety safety in handling of equipment including connecting and removing electronic media, cable storage etc. Awareness of the issues in the safe and discerning access to mass media imagery for second level pupils

**Assessment Breakdown**

Course Work

%

100.00%

**Course Work**

| <i>Assessment Type</i> | <i>Assessment Description</i>                              | <i>Outcome addressed</i> | <i>% of total</i> | <i>Assessment Date</i> |
|------------------------|--|--------------------------|-------------------|------------------------|
| Exhibition Evaluation  | Development and realisation of digital imagery visual aids | 1,2,3,4,6                | 100.0             | Every Second Week      |

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

| <b>Workload: Full Time</b>                    |   |              |                  |  |
|---|---|--------------|------------------|--|
| <i>Workload Type</i>                          | <i>Workload Description</i>               | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lab   | ICT Curriculum Content in Art Education   | 2.0          | Every Week       | 2.00                                   |
| Lecturer-Supervised Learning (Contact)        | Supervised Studio Art and Design Practice | 4.0          | Every Week       | 4.00                                   |
| Independent & Directed Learning (Non-contact) | Unsupervised Studio Practice              | 1.0          | Every Week       | 1.00                                   |
| Total Hours                                   |   |              |                  | 7.00                                   |
| Total Weekly Learner Workload                 |   |              |                  | 7.00                                   |
| Total Weekly Contact Hours                    |   |              |                  | 6.00                                   |

**This module has no Part Time workload.**

## Module Resources

### Recommended Book Resources

- Gregory D C 1997, *New Technologies in Art Education*, National Art Education Association Reston, VA, USA
- edited by Lucy Kimbell 2004, *New media art*, Cornerhouse Manchester [ISBN: 978-0948797880]
- edited by Leah A. Lievrouw and Sonia Livingstone 2002, *Handbook of new media*, SAGE London [ISBN: 0761965106]
- Michael Rush 2005, *New media in art*, Thames & Hudson London [ISBN: 978-0500203781]
- John A. Walker 2001, *Art in the age of mass media*, Pluto Press London [ISBN: 978-0745317441]

### Supplementary Book Resources

- Jane K. Bates 2000, *Becoming an art teacher*, Wadsworth USA [ISBN: 9780534522391]
- Richard Howells 2003, *Visual culture*, Blackwell USA [ISBN: 978-0745624129]
- Reena Jana, Mark Tribe, 2007, *New Media Art*, Taschen Koln [ISBN: 3836514133]
- Judith Wilde, Richard Wilde 2000, *Visual literacy: a conceptual approach to graphic design problem solving*, Watson Guptill New York [ISBN: 978-0823056200]
- Fishel, C 2003, *Design Secrets packaging, 50 real life projects uncovered*, Rockport publishers Inc

### Recommended Article/Paper Resources

- Olivia Gude *Principles of Possibilities*, Art Education Journal, Jan 07 VOI 60 No1

### Other Resources

- Journal: *Art Education*, National Art Education Association, Virginia, U.S.A
- Webpages: *Film in Schools*  
<http://www.fis.ie/>
- Webpages: *Read Write Web*  
<http://www.readwriteweb.com/>
- Journal: *The International Journal of Art & Design Education* , Blackwell Publishing, Oxford, England

