

COURSE CONTENT

Course Code	DA5004
Course Title	Design, Art, and Animation for Media Architecture
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 (total contact hours)

Course Aims

This elective course will introduce you to processes of digital art for media architecture, which you will then apply in the production of an original site specific public art installation within specific forms of media architecture such as urban screen and media façade. The course provides you with the experience necessary to expand your artistic digital art skills into the domain of media architecture and wider into public art.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. Identify and discuss techniques used to create digital art for media architecture.
2. Demonstrate command of techniques required to create media art project for site specific media architecture.
3. Apply an original digital artwork to a selected media format for a site-specific media architecture exhibition.
4. Present site-specific digital art with rationale in a clear and cohesive manner.
5. Critique digital art ideas and techniques employed by peers in a constructive manner.

Course Content

The class is organized along the following themes:

Media Façade: Intersection of fine art, new media art and architecture

Overview of the key examples of digital art, visual media/audio that use architecture urban screens as a digital canvas. Analysis of a wide range of case studies emerging in the cross section of fine art, new media, technology and architecture.

Introduction to methods of artistic research, concept development for artwork within urban context

An investigation of methodology for delivering artworks for site-specific media façade: the theme and its relevance to the artwork experience, reflection on time and cultural context, connection with the site (physical and conceptual), and knowledge on how to produce, install and maintain the work during exhibition.

Building prototypes for media architecture

An exploration of alternative media strategies, techniques and tools for creating content for urban screens and media façades. Identifying and analyzing media formats that combine digital painting, motion graphics, video and/or photography. You will analyze and explore how to utilize alternative methods within chosen media to create unique abstract and cinematic experiences.

Participatory Architecture and Urban Interaction

Introduction to creating real time audio driven visuals

Class assignments

Four creative projects will explore digital art making for site-specific media façade: -composition

of an inspirational mood board, storyboard, short abstract and cinematic narratives, exhibition tasks production of final short video and exhibition tasks. Developed through lectures, tutorials, class exercises and peer/instructor feedback sessions.

Exhibition Tasks

You will be expected to devote time organizing the exhibition associated with this course and to participate in various practical tasks during the course in preparation. The exhibition will be supported by website/catalog for which you would contribute with a short essay about the art produced.