COURSE CONTENT

Course Code	DN1017
Course Title	Media Art and Representation
Pre-requisites	Nil
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this course you will explore image and sound manipulation and representation in digital media and its role within social context. You will work with static and moving images, as you explore how digital media can represent, alter, manipulate and mislead the meanings of imagery. This course will enhance your understanding of media semiotics as well as a wider historical, social and cultural context and will contribute to further study in media representation.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe how semiotic principles are represented by still and moving digital imagery and sound.

2. Employ semiotic principles of image and meaning to manipulate visual messages of digital imagery.

3. Develop a visual language that has a relationship to genre, imagery and visual meaning.

4. Present and reflect clearly on topics of visual and sound meaning in discussions, presentations and written summaries.

5. Contribute constructively to discussions on media representation, activities and group collaborations.

Course Content

In this course you will expand your engagement with digital media as a form of artistic expression and communication. You will become familiar with a range of ways that media affects the image and sound, including time-based images, and how this phenomenon becomes a fundamental tool for all creators of digital media. You will experiment with manipulating the source imagery to present your own point of view, which may include honesty to the original, or to invoke a specific response from an audience. These techniques will range from simple emotive portrait framing through to distortion of visual treatment to invoke an emotion that is not inherent in the original.

Assignments
The assignments will cover four aspects of media representation:

Genre mashup
Following a lecture about genre, a segment of media that represents a clear specific genre and apply an opposite genre. You will Identify and apply the specific visual and audio aspects of the applied genre to assert as much as possible the new context. This project will let you experience

the assertive power that genre has over the media.

Whose Image?
In this project you will create an image sequence that presents three different representations of the same theme: objective, subjective, and ideological. This will highlight how any image sequence can have a range of semiotic social "truths", and how the same media can be manipulated to convey different messages.

Visual Juxtaposition
Following a lecture about visual juxtaposition and editing, you will use editing processes to juxtapose imagery to create new implications that are not contained in the original source. These techniques are used for a wide range of legitimate aims, such as altering the pace of an interview, and for less legitimate aims, such as fake news. This project will reveal the persuasive power of image and social context.

Sound First
In this project you will use a field sound recorder to record at least 5 sounds from the environment, excluding music or words. You will use these sounds to create a visual sound piece, where imagery is used to accompany, visualise, or provide expression to the sound. Students will work on each other's sound recordings, with no explanation of the sound's recording source. In this way you will experience how sound can be separated from its physical source and be interpreted and applied to a new purpose.