

TRANSDemo

TRANSMEDIA RESEARCH COURSE

DEJAN GRBA

LECTURE OVERVIEW

PREVIOUS ACTIVITIES, INITIATIVE, GOALS

TERM TRANSMEDIA ART

PROFESSORS, PROGRAM, CLASSES

COURSE VERSIONS: ELECTIVE AND MAIN, SPECIFICS

LOCAL AND INTERNATIONAL COLLABORATION

STUDENT WORK

TRANSMEDIA RESEARCH

PREVIOUS ACTIVITIES

Intensive program with students within Drawing and Painting courses from 1998.

FLU_ID PROJECT 2001-2005.

THE INITIATIVE

Introduced in 2006/2007 with the idea of establishing a systematic program dedicated to the exploration of and production in new media and experimental art.

GOALS

Active, production-based introduction to the conceptual and technological features, and to the cultural and theoretical aspects of transmedia art.

Development of critical assessment and discourse.

TRANSMEDIA ART

A spectrum of creative methods and approaches that strategically transcend and redefine the notions of both traditional and new media, challenging the distinctions between artistic process, experience and product.

Transmedia artwork can be identified as an authentic outcome of the activity whose concept, content and form defy the strict definition of one or more known media and cannot be unquestionably placed within the established art disciplines such as painting, music, film, etc.

The interrelatedness of conceptual, ethical, emotional, perceptual, corporeal, material, spatial and temporal aspects in transmedia art is often manifested in thematization or critique of political, cultural and other social issues.

PROFESSORS

- Dejan Grba, D.A., Assistant Professor, FFA Belgrade,
Lecturer at Digital Art PhD Program, IS UA Belgrade
- Zoran Todorović, D.A., Assistant Professor, FFA Belgrade

PROGRAM

Combination of multidisciplinary research with technical mastery for the creation of inventive, innovative and socially relevant artwork.

Emphasis on research and experiment.

Students freely choose the concepts, working methods, forms and media.

Initiative in mastering the technical skills independantly from the course program.

Challenges of transmedia art production require students to engage in extensive reading, learning and independent research in order to expand their conceptual horizons and technical competence.

CLASSES

Combination of lectures, workshops, production and consultations.

Lectures: overview of the phenomenological diversity of
contemporary art and culture.

Workshops: theoretical or practice-based, incl. guest lecturers, excursions, etc.

Consultations: address the particular theoretical, technical and procedural issues.

COURSE WEB PAGE

COURSE VERSIONS

ELECTIVE

MAIN

ELECTIVE

Since 2007/2008.

For 3rd year BA, 1st and 2nd year MA students at all departments.

One 4 hours block per week.

1 professor per semester, specific curricula.

Overview of the production and theories in digital art, in 3 semesters.

Digital culture, digital visualization and infographics, sound art, digital animation, digital cinema, digital video, Internet art, generative art, algorithmic art, software art, digital interactivity, physical computing, digital performance, game art, tactical media, BioArt, digital architecture, digital design.

COURSE WEB PLATFORM

MAIN

Since 2011/2012.

For 3rd year BA, 1st and 2nd year MA students at Painting department
instead of Painting main course.

Five 4 hours blocks per week.

Flexible, interactive program of lectures and workshops.

Wide spectrum of topics in digital and experimental art,
science-technology, theory and popular culture.

Class strategy emphasizes the artistic experiment envisioned as an intelligent
articulation of interests, practical work and critical thinking.

COURSE WEB PLATFORM

COLLABORATION

Sculpture and Printmaking Departments at FFA

Galleries and cultural centers: U10, SCSC, CC Catalysis

Educational institutions: Digital Art IS UA Belgrade,

New Media Art, AA Novi Sad

INTERNATIONAL

Students from FFA

International students

STUDENTS FROM FFA

Isidora Fićović – MS Interface Cultures @ Kunstuniversität Linz

Nikola Đorđević – MS Public Art and New Artistic Strategies @ Bauhaus-Universität Weimar

Isidora Krstić – MS Art and Science @ Universität für angewandte Kunst Wien

Nataša Krstić – MFA Moore College of Art & Design, Philadelphia, PA

Ana Marković – Erasmus Painting @ Universität für angewandte Kunst Wien

Julija Zaharijević – Erasmus @ ENSBA Paris

Aleksandra Kovačević – MS Painting @ Universität für angewandte Kunst Wien

Jelena Mijić – Freie Kunst @ Akademie der Bildenden Künste München

INTERNATIONAL STUDENTS

Tony Barthelemy – École de Condé Nice

Clemence Fonquernie – ENSBA Paris

Lena Violetta Leitner – Universität für angewandte Kunst Wien

Stephanie Rumberger – Akademie der Bildenden Künste München

Laurel Severin – Akademie der Bildenden Künste München

STUDENT WORK