

Transmedia Research | Class of Dejan Grba, Assistant Professor

Study Module: New Media | Faculty of Fine Arts in Belgrade

Course Description

Transmedia Research is a main tutorial course of the New Media study module at the Faculty of Fine Arts in Belgrade. It provides a mentored education in new media art production combined with gaining an active insight into the conceptual, technological, theoretical, cultural and political features of new media art. The challenges of new media art production require an active engagement and development of conceptual thinking, technical skills, technological understanding and theoretical knowledge, critical discourse and professional responsibility.

Class Strategy

My class strategy emphasizes the integration of multidisciplinary research with technical mastery for the creation of inventive, innovative and socially relevant artwork. The focus is on the artistic experiment envisioned as an intelligent articulation of interests, practical work and critical thinking. You are expected to take initiative in mastering the tools and techniques you need for your projects, and to build up your skills and competences.

Terminology

The term *transmedia research* refers to a wide 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.

It denotes an authorial position rather than artistic category or genre, and 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. Considering the fundamental mutability, contextuality and transiency of media conventions, as well as the complex, hybrid nature of communication in contemporary culture, the term applies to the artworks that are distinguished in that sense.

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.

Transmedia could be regarded as 'appropriate media' in which the means of an art project are integrated with its concept and content. Prefix *trans-* (lat. trans: across, beyond) stresses the experimental, innovative, expansive, synthetic and pioneering qualities.

Goals

Understanding of contemporary art production and relevant theories.

Acquiring skills for creation, contextualization and evaluation of new media art.

Developing critical assessment and discourse.

Program

The program combines production, lectures, workshops, consultations and exhibitions.

Production

Production is focused on the development and production of your art projects. You are free to choose the concepts, methodologies, forms and media for your projects with consideration for material and logistic feasibility. The emphasis is on harmonizing the research and experiment with the efficiency and technical sophistication.

Lectures

Lectures provide an insight into the phenomenological diversity of new media art, covering such topics as information society and digital culture, digital visualization and infographics, sound art, digital animation and cinema, digital video, Internet art, generative art, digital interactivity and installation, digital performance, game art, tactical media, BioArt, digital architecture, digital design etc.

Workshops

Workshops can be theoretical or practice-based and may include guest lecturers, excursions, etc.

Consultations

At consultations we address and elaborate the theoretical, technical and procedural aspects of your production. See the [CONSULTATIONS OVERVIEW](#).

Exhibitions

Gallery presentations of your emerging projects, selected and set up according to the clearly defined curatorial concepts. It provides the opportunities for experience building through participation in preparing and promoting the exhibitions, establishing contacts with cultural institutions, and direct exposure to the public reactions and professional critique.

Program Realization

We establish the themes of lectures and workshops are established dynamically, according to your and my current interests and research.

You can propose the ideas for lectures, workshops and excursions.

You can get the current program and other useful information at the course web platform.

Web Platform

The course web platform features the current program, program archive and other useful information.

When you sign up, you get your personal login for accessing the platform [HERE](#).

Course Requirements

You are required to fully produce and present at least one art project per semester.

Keep me informed on your ideas for lectures, workshops and excursions.

Check the course web platform and your e-mail twice a week.

For a detailed picture on my artistic profile, teaching style and expectations read my [ARTIST STATEMENT](#)
[TEACHING PHILOSOPHY](#) and [AUTHORIAL PLATFORM](#).

Exam

Pre-Exam Requirements

Regular class attendance, completed and documented artwork(s), ready for the FFA exhibition set-up.

Exam Requirements

Adequately exhibited artwork(s) at the FFA exhibition. See the [FINAL EXHIBITION OVERVIEW](#).

Grading

THERE IS NO INFLATION OF GRADES IN TRANSMEDIA RESEARCH COURSE.

Criteria

Quality of the produced works: 50% (50 points). This includes (but is not limited to) the factors such as: conceptual depth and technical efficiency of the work; research value, innovativeness and critical character of the work; relationship between the perceptual, intellectual, emotional, narrative and other formal and informal values.

Verbal explication of the project: 20% (20 points).

Regular class attendance, quality of the class activity and professional responsibility: 20% (20 points).

Quality of the FFA exhibition set-up: 10% (10 points).

Final Comments

We make the final discussion of your work and grades in the class during the FFA exhibition.

Grading Range

Grades are expressed as: exceptional 10 (ten): 95-100 points, excellent 9 (nine): 85-94 points, very good 8 (eight): 75-84 points, good 7 (seven): 65-74 points, satisfactory 6 (six): 55-64 points, non-satisfactory 5 (five): ≤54 points.

Useful Links

My e-mail: dejan.grba@gmail.com

My art projects: <http://dejanrba.dyndns.org/art-projects/en/>

My artist statement: <http://dejanrba.dyndns.org/dejan-grba/en/artist-statement.php>

My authorial platform: <http://dejanrba.dyndns.org/dejan-grba/en/authorial-platform.php>

My teaching philosophy: <http://dejanrba.dyndns.org/dejan-grba/en/teaching-philosophy.php>

Course overview: <http://dejanrba.dyndns.org/teaching/en/transmedia/>

Web platform: <http://dejanrba.dyndns.org/teaching/en/transmedia/platform/secure-login/students-login.php>