UNIVERSITI TEKNOLOGI MARA

FET438: INTERMEDIA

Course Name (English)	INTERMEDIA `APPROVED`
Course Code	FET438

MQF Credit	3

Course Description	An intermediate course that enables students to relate and support the research to their major areas of disciplines, such as time based media, panting, print making and sculpture. This program also aims to identify a personal area of inquiry, explore different methods of information gathering and develop approaches to other method of visualization. Student also will be introduced to a basic computer, 3d software object, design graphic, text based and electronic media.

Transferable Skills	Multimedia Skill

Teaching Methodologies	Lectures, Studio, Demonstrations, Discussion, Presentation, Workshop

CLO		
	CLO1	Identify knowledge (PLO1) for remembering (C3) the basic understanding of computer graphic, text and 3D software.
	CLO2	Compare the knowledge (PLO1) for understand (C3) the phenomena through the past literature and artwork(s) reference in computer graphic and 3D software.
	CLO3	Select systematic approach (PLO2) about graphic text technicality (3D software, computer design and graphic text) and material from the guided perception (P3) for visual proposal from chosen theme / subject-matter.
	CLO4	Build the structure for producing artwork (PLO2) which guided (P3) from the selective visual images for final project.
	CLO5	Present the portfolio and journal through the systematic operational performance (PLO7) for responding to phenomena (A3)

Pre-Requisite Courses	No course recommendations

Topics
1. WEEK 1 : INTRODUCTION 1.1) 1. 1. Syllabus content explanation 1.2) 2. Assessment procedure explanation
2. WEEK 2 : RESEARCH & THEORY 2.1) 1. Lecture on how to identify research problem in Intermedia / 2.2) installation video 2.3) 2. Applying research method in Time Based Media
3. WEEK 3 : RESEARCH & THEORY 3.1) 1. Identifying research data in basic Time Based Media
4. WEEK 4: RESEARCH & THEORY 4.1) 1. Identifying and applying projects planning in Time Based Media assignment 4.2) (Experimental video art, installation video)
5. WEEK 5: RESEARCH & THEORY 5.1) 1. Applying drawing proposal, method and material.
6. WEEK 6: RESEARCH & THEORY 6.1) 1. Identifying and applying final outcome base from drawing research
7. WEEK 7 : VISUAL DEVELOPMENT 7.1) 1. Process of Visual Proposal 1 7.2) Comparing, identifying and applying materials and techniques

8. WEEK 8 : VISUAL DEVELOPMENT
8.1) 1. Process of Visual Proposal 2
8.2) Studio presentation of technique & class critic: Applying and identifying appropriate method in class discussion and critic.

9. WEEK 9 : VISUAL DEVELOPMENT
9.1) 1. Process of Visual Proposal 3
9.2) Preparing materials for final: Applying and identifying method in preparing material for final presentation.

10. WEEK 10: FINAL EXECUTION
10.1) 1. Select systematic approach in technicalities
10.2) 2. Build the artwork guided from the selective visual images

11. WEEK 11 : FINAL EXECUTION
11.1) 1. Studio working and class discussion
11.2) 2. Build the artwork guided from the selective visual images and technicalities

12. WEEK 12 : FINAL EXECUTION
12.1) 1. Studio working and class discussion

13. WEEK 13 : FINAL EXECUTION
13.1) 1. Studio working and class discussion
13.2) 2. Materials for final, rechecking finishing & technique

14. WEEK 14 : PORTFOLIO
14.1) 1. Preparing a portfolio and written journal
14.2) 2. Preparing for assessment and exhibition

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Identify knowledge for remembering the basic understanding of computer graphic, text and 3D software (MQF LOD 1)	10%	CLO1
	Assignment	Compare the knowledge for understand the phenomena through the past literature and artwork(s) reference in computer graphic and 3D software	10%	CLO2
	Final Project	Build the structure for producing artwork which guided from the selective visual images for final project	30%	CLO4
	Portfolio/Log Book	Present the portfolio and journal through the systematic operational performance for responding to phenomena	20%	CLO5
	Visual Asssessment	Select systematic approach about graphic text technicality (3D software, computer design and graphic text) and material from the guided perception for visual proposal from choosen theme / subject-matter	30%	CLO3

Reading List	Reference Book Resources	
		Baudrilliard, Jean. Translated by Sheila Faria Glaser 1994, *Simulacra & Simulation*, Ann Arbor: University of Michigan Press.
		Hall, Doug & Sally Jo Fifer, Editors 1990, *Illuminating Video: An Essential Guide to Video Art*, Aperture Foundation New York
		Mitchell, William J 1994, *The Reconfigured Eye: Visual Truth in the Post-Photographic Era*, MIT Press Cambridge
		Reiser, Martin and Andrea Zapp, *The New Screen Media: Cinema/Art/Narrative*
		Rush, M 1999, *New Media in Late 20th Century Art*, Thames & Hudson World of Art
		Young, R. 2004, *Focal Easy Guide to Final Cut Pro 4: For new users and professionals*, Focal Press
		O'Pray, M. 2003, *Avant-Garde Film – Forms*, Themes and Passions Wallflower
		Rees, A.L. 1999, *zA History of Experimental Film and Video: from canonical avant-garde to Contemporary British practice*, BFI Publishing London
		Hamlyn, N. 2003, *Film Art Phenomena*, BFI Publishing London

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources