UNIVERSITI TEKNOLOGI MARA

FET541: TIME BASED MEDIA ART AND STYLE

Course Name (English)	TIME BASED MEDIA ART AND STYLE `APPROVED`
Course Code	FET541

MQF Credit	3

Course Description	Time based media I, in this course Student familiarize themselves with the fundamentals of expression while learning the characteristics of a wide range of media, hybrid practices, including drawing, installations, photography, film and video, audio, animation and design, revolving around practical training in the studio. In addition, students improve their basic capabilities to read and comprehend, their imaginative capabilities, and their capacity to think, trough intensive work in areas like language and computer basics.

Transferable Skills	1.Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving 2. Demonstrate the ability to dream, imagine and visualize 3. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts

Teaching Methodologies	Lectures, Studio, Demonstrations, Tutorial, Workshop

CLO		
	CLO1	Illustrate the formulation to analyse the problem using scientific skills in developing problem statement in the discipline through the understanding of art and style
	CLO2	Construct systematically base on guided response in producing drawing using appropriate material and techniques in visual proposal through the understanding of art and style
	CLO3	Build using appropriate skills from the guided response of visual proposal in the final execution through the application of elements and principles in art and using appropriate technicalities
	CLO4	Demonstrate the value of information through communication (oral and written) on process of artwork and final execution of the philosophical interpretation (art & style, artist(s) influence, technicalities)

Pre-Requisite Courses	No course recommendations

Topics
1. WEEK 1: INTRODUCTION 1.1) 1. Introduction to course content 1.2) 2. Research in sculpture: Art & Style 1.3) 3. Background research in Time based media 1.4) 4. Formulate research problem
2. WEEK 2: RESEARCH & THEORY 2.1) 1. Conducting literature search & literature review 2.2) 2. Choosing research method 2.3) 3. Discussing research data
3. WEEK 3: RESEARCH & THEORY 3.1) 1. Analysing Literature 3.2) 2. Write and describe the chosen subject and ideas 3.3) 3. Visual Analysis and Observation
4. WEEK 4: VISUAL DEVELOPMENT 4.1) 1. Discuss and develop idea for time based media 4.2) 2. Formulate method ,materials and techniques 4.3) 3. Sketches & Drawing development

5. WEEK 5: VISUAL DEVELOPMENT
5.1) 1. Proposal, discuss and critics visual development
5.2) 2. Select appropriate design ,method,materials & techn

6. WEEK 6: VISUAL DEVELOPMENT
6.1) 1. Present final sketches and drawings
6.2) 2. Refine concept and ideas

7. WEEK 7: VISUAL DEVELOPMENT
7.1) 1. Idea projection on mock up / 3-Dimension simulation
7.2) 2. Gather, select and get familiar with material & technical problems

8. WEEK 8: FINAL EXECUTION
8.1) 1. Select and discussion on actual materials and techniques
8.2) 2. Solving technical problems on form

9. WEEK 9: FINAL EXECUTION
9.1) 1. Fabricating with actual materials
9.2) 2. Solving Technical problems on form
9.3) 3. Critic session on time based media problems

10. WEEK 10: FINAL EXECUTION
10.1) 1. Familiarize skills & techniques
10.2) 2. Construct selected body of works from mock up

11. WEEK 11: FINAL EXECUTION
11.1) 1. Discuss and critic session on value of designed forms
11.2) 2. Document all working process appropriately

12. WEEK 12: FINAL EXECUTION
12.1) 1. Execute final touch
12.2) 2. Finishing processes

13. WEEK 13: PRESENTATION
13.1) 1. Final arrangement and plan for presentation
13.2) 2. Finishing & Compile documentation- sketches ,drawings ,photo & written statement/ journal

14. WEEK 14: PRESENTATION
14.1) 1. Prepare & install final work (pedestal, site specific, wall piece & etc)
14.2) 2. Present portfolio/body of artworks accordingly

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Execute the artworks base on the final proposal selection using appropriate skills and techniques (MQF LOD 2)	30%	CLO3
	Presentation	Present through effective oral communication from the previous task (CLO1, CLO2, CLO3) base on philosophical interpretation in related to the art & style, artist(s) influence, technicalities with written communication in the report from previous task (written proposal [CLO1], the process of artwork [CLO2, CLO3], and artwork's philosophical interpretation [CLO4]). (MQF LOD 5)	20%	CLO4
	Visual Asssessment	Produce set of drawing that related to the proceed "issue or theme" from the understanding of art and style (MQF LOD 2)	25%	CLO2
	Written Report	Illustrate the selection of "issue or theme" for understand the problem from the analysis of visual and textual references; & art and style in written assignment (MQF LOD 6)	25%	CLO1

Reading List	Recommended Text	• **Reiser, Martin and Andrea Zapp 1994,** *The New Screen Media:*, **Cinema/Art/Narrative.** • **Rees, A.L. 1999,** *A History of Experimental Film and Video: from canonical avant-garde to Contemporary British practice*, **BFI Publishing London**
	Reference Book Resources	• **Baudrilliard, Jean 1994,** *Simulacra & Simulation*, **University of Michigan Press.** • **1992,** *Rupa dan jiwa*, **Dewan Bahasa dan Pustaka. kuala lumpur** • **Hall, Doug & Sally Jo Fifer 1990,** *Illuminating Video: An Essential Guide to Video Art. New York*, **Aperture Foundation.** • **Mitchell, William J. 1994,** *The Reconfigured Eye: Visual Truth in the Post-Photographic Era.*, **Cambridge: MIT Press.** • **Rush, Michael 2004,** *New Media in Late 20th-Century Art.*, **Young, R. Ed., 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** • **Rush, M 1999,** *New Media in Late 20th Century Art*, **Thames & Hudson World of Art** • **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	