



**UNIVERSITI TEKNOLOGI MARA**

**FET590: TIME BASED MEDIA ART AND IDEA**

<b>Course Name (English)</b>	TIME BASED MEDIA ART AND IDEA <b>APPROVED</b>
<b>Course Code</b>	FET590
<b>MQF Credit</b>	3
<b>Course Description</b>	An intermediate course that enable students to relate the research to their major areas of disciplines, eg Painting, Printmaking, Sculpture and Ceramics. The Project shall interpret visual in sequential motion, of tempo and duration. It can be in a single medium or combinations of media such as video, audio, telecommunications, animation, installation and etcetera.
<b>Transferable Skills</b>	Multimedia skill
<b>Teaching Methodologies</b>	Lectures, Studio, Journal/Article Critique
<b>CLO</b>	CLO1 (Identify) Research Problem CLO2 Compare literature and related visual search in time based media CLO3 Choose) and select method, materials and techniques in time based media CLO4 Build the proposed artwork from the selected visual images in time based media CLO5 (Plan) the portfolio for systematic operational performance
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. RESEARCH &amp; THEORY</b> 1.1) Philosophy of Research 1.2) Concept and Practices 1.3) Art and Style – Theory of Art Criticism II	
<b>2. THE PROCESS</b> 2.1) Percept and concept 2.2) Illustrating the concept 2.3) Plan the actual artwork	
<b>3. THE MEDIA</b> 3.1) Searching the materials 3.2) Composing the artwork 3.3) Related Terms and Terminology	
<b>4. APPLICATION OF IDEA, PROCESS AND MEDIA</b> 4.1) Prepare the final artwork 4.2) Documenting the process	
<b>5. PRESENTATION of artwork</b> 5.1) Prepare a Time Based Media portfolio 5.2) Skill in Presenting Time Based Media portfolio 5.3) Discipline in Presenting Time Based Media portfolio	
<b>6. SKILLS FOR LIFE AND WORK</b> 6.1) Creativity and Time Management 6.2) Costly mistakes in Time Based Media	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research: 1) Issue Statement - 5% 2) Problem Statement and Objective(s) - 5% 3) Literature and Visual Search (Problem base) - 5% 4) Artist/Artworks References (Problem base) - 5%	20%	CLO1
	Assignment	Visual Research: 1) Drawing - 10% 2) Material & Techniques Exploration - 10%	20%	CLO2
	Final Project	final project: 1) Justification on subject selection and Justification on technicalities selection - 10% 3) Justification on artist influence and Explanation on art & idea development - 15%	25%	CLO4
	Portfolio/Log Book	Portfolio Presentation: 1) Journal Compilation 2) Drawing folio - 10% 3) Artwork display - 10%	20%	CLO5
	Visual Assessment	visual assessment: 1) Technicalities - 5% 2) Elements & Principles in Art - 5% 3) idea selection - 5%	15%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Baudrillard, Jean. Translated by Sheila Faria Glaser. 1994, <i>Simulacra &amp; Simulation.</i>, University of Michigan Press. Ann Arbor</li> <li>• Hall, Doug &amp; Sally Jo Fifer, Editors. 1990, <i>Illuminating Video: An Essential Guide to Video Art.</i>, Aperture Foundation. New York:</li> <li>• Mitchell, William J. 1994, <i>The Reconfigured Eye: Visual Truth in the Post-Photographic Era.</i>, Cambridge: MIT Press. USA</li> <li>• Young, R 2004, <i>Focal Easy Guide to Final Cut Pro 4: For new users and professionals.</i>, Focal Press</li> <li>• Rees, A.L. 1999, <i>A History of Experimental Film and Video: from canonical avant-garde to Contemporary British practice</i>, BFI Publishing London:</li> <li>• Rush, M 1999, <i>New Media in Late 20th Century Art.</i>, Thames &amp; Hudson World of Art</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources