



UNIVERSITI TEKNOLOGI MARA

FET591: TIME BASED MEDIA ART AND IDEA

Course Name (English)	TIME BASED MEDIA ART AND IDEA APPROVED
Course Code	FET591
MQF Credit	2
Course Description	The idea of a work is not what it is about. The objects shown in a work of art are not necessarily what the is "about". The distinction between object matter and subject matter is a particularly important clue to understanding what is going on non-objective modern art. This module is aimed to encourage the students in establishing of a personal, practical and conceptual agenda that will enable progression to the year 3, and that prepares them for more independent and reflective modes of working. With tutorial support students will manage a personal line of visual inquiry in terms of idea, materials and methodology. Students are required to give short individual presentation that outlines their interest in the work of selected artist/artists. These will be informatively assessed. For final assessment, students are required to present a body of visual work that demonstrates curiosity and experimentation and that show the integration of personally identified visual concerns together with some fundamental understanding of its contextual and theoretical nature.
Transferable Skills	1. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts 2. Demonstrate the ability to dream, imagine and visualize 3. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving
Teaching Methodologies	Lectures, Studio, Tutorial, Museum Session, Presentation
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 idea CLO2 Construct systematically base on guided response in producing drawing using appropriate material and techniques in visual proposal through the understanding of art and idea 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 & idea, 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 Time based media: Art & Ideas 1.3) 3. Background research in time based media, identifying development of time based media ,movements & contemporary art issues 1.4) 4. Formulate research problem	
2. WEEK 2: RESEARCH & THEORY 2.1) 1. Conducting literature search & literature review on local and global art scenes 2.2) 2. Describe relevant artists references	
3. WEEK 3: RESEARCH & THEORY 3.1) 1. Choosing research method, theme to support relevant ideas 3.2) 2. Discussing research data , gathered info about contemporary ideas	

<p>4. WEEK 4: RESEARCH & THEORY 4.1) 1. Discussing and observed contemporary artist,works and ideas. 4.2) 2. Gallery visits to local art exhibition/art events</p>
<p>5. WEEK 5: VISUAL DEVELOPMENT 5.1) 1. Projects proposal and idea for Time based media 5.2) 2. Discussing & formulating drawing sketches</p>
<p>6. WEEK 6: VISUAL DEVELOPMENT 6.1) 1. Discuss and present development of ideas & drawings 6.2) 2. Critic session or slide presentation on references</p>
<p>7. WEEK 7: VISUAL DEVELOPMENT 7.1) 1. How to conduct, choose and discuss materials and techniques 7.2) 2. Identify,gather and collect materials</p>
<p>8. WEEK 8: VISUAL DEVELOPMENT 8.1) 1. Maquette / visual simulation development -critic session 8.2) 2. Construct maquette according to ideas in drawings and identifying wright materials for actual work</p>
<p>9. WEEK 9: FINAL EXECUTION 9.1) 1. From maquette to actual material, techniques adapted from references and resolved ideas 9.2) 2. Progress Assessment with proposed design & materials for projects</p>
<p>10. WEEK 10: FINAL EXECUTION 10.1) 1. Gather materials, familiarizing techniques to construct the final time based media forms 10.2) 2. Execute and fabricate time based media base from discussion on actual works</p>
<p>11. WEEK 11: FINAL EXECUTION 11.1) 1. Ongoing workshop activity 11.2) 2. Refine the wright , relevant techniques for final forms</p>
<p>12. WEEK 12: FINAL EXECUTION 12.1) 1. Ongoing workshop activity for body of works 12.2) 2. Plan & discuss for final presentation</p>
<p>13. WEEK 13: PRESENTATION 13.1) 1. Finishing works- polish, arrange, colour / lacquer & cleaning the final forms 13.2) 2. Prepare visual documentation- phoyos, sketches & drawings from earlier processes to final</p>
<p>14. WEEK 14: PRESENTATION 14.1) 1. Present portfolio of artworks and written journal within group 14.2) 2. Exhibit accordingly to the relevant site or space</p>

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 & idea, 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 Assessment	Produce set of drawing that related to the proceed "issue or theme" from the understanding of art and idea (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 idea in written assignment	25%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Finger, B., & Weidemann, C 2018, <i>50 contemporary artists you should know</i>, Prestel Publishing Ltd New York • Yong, Bevely & Khairuddin, Nurhanim 2012, <i>Malaysian Narratives</i>, National Visual Art Gallery Kuala Lumpur • Barrett, T. 2012, <i>Criticizing art: Understanding the contemporary.</i>, McGraw-Hil New York • Syed, A. J. 2007, <i>The encyclopedia of Malaysia: Vol. 14. (The encyclopedia of Malaysia.)</i>, Archipelago Press Singapore • Syed, A, J. 1992, <i>Rupa dan jiwa</i>, Dewan Bahasa dan Pustaka Kuala Lumpur
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	