



## UNIVERSITI TEKNOLOGI MARA

### ADE580: NEW TECHNOLOGIES AND ART PRODUCTION

<b>Course Name (English)</b>	NEW TECHNOLOGIES AND ART PRODUCTION <b>APPROVED</b>
<b>Course Code</b>	ADE580
<b>MQF Credit</b>	3
<b>Course Description</b>	This course examines the impact of computer technology on visual art, especially the manipulation of digitized images and other new art forms that emerged in the 20th and 21st Century. It concentrate, mostly on digital photography, digital video, while at the same time consider how these technologies alter our thinking about photography and the opportunities they provide for the art maker. Topics in this course will include methods to bring images into the computer such as the digital camera, scanning, photo CD, video capture, and Internet image access. Photographic image alteration and artistic enhancement will be primarily carried out with Adobe Photoshop or other relevant paint software. Available output methods will be explored to enable the viewing of computer images as the most recent manifestation of student's image-making urge.
<b>Transferable Skills</b>	Able to identify the appropriate tools to replace the traditional method in producing arts to suit the needs of the 21st century learning style.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Demonstrations, Presentation, Computer Aided Learning, Journal/Article Critique
<b>CLO</b>	<p>CLO1 Analyze forms of art that employs new technologies, past &amp; present, and interpreted meanings within appropriate contexts</p> <p>CLO2 Engage in studio production and experimentation activities as a way of gaining insights into different theories of art, critical issues in art, and models of art criticism</p> <p>CLO3 Engage effectively in discussions about visual literacy issues and strategies for digital, electronic, and print media</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Historical, cultural and technological background</b>	
1.1) • Scanning image/using digital camera to capture the image & download	
1.2) • File format	
1.3) • Understand the tools in Photoshop	
1.4) • Effects on Photoshop –	
1.5) i. posterization	
1.6) ii. line posterization	
1.7) iii. multicolor line posterization	
1.8) iv. tone posterization	
1.9) v. duotones	
<b>2. Effects of technology on arts and society</b>	
2.1) • Objectives of color correction	
2.2) • How humans perceive color	
2.3) • Differences between human perception and that of a camera	
2.4) • Limitations of the printing process	
2.5) • Introduction to Input-Output curves	
2.6) • Setting proper numbers for highlight, shadow, neutrals, flesh tones	
2.7) • Identifying the main interest area of an image	
2.8) • Enhancing contrast in local areas	

<p><b>3. Visual art reacting to technologies</b></p> <p>3.1) photography</p> <p>3.2) photocopy as an art form</p> <p>3.3) Impressionism</p> <p>3.4)</p> <p>3.5) Class exercise – all the progress work must be done during class</p> <p>3.6) • Role of the unwanted color; how to generate a stronger unwanted color</p> <p>3.7) • Channel blending</p> <p>3.8) • RGB, HSB, and LAB: when to use them</p> <p>3.9) • Retouching advantages of LAB</p> <p>3.10) • Creation of masks with LAB</p>
<p><b>4. New Technologies as source of ideas and inspiration</b></p> <p>4.1) Influence of Computer in Artwork</p>
<p><b>5. Influence of fine art on graphic art</b></p> <p>5.1) • Enhance or correct complex images with Pencil, Line, and Eraser tools</p> <p>5.2) • Select image parts to edit with Magic Wand, Lasso, Adjust Levels, and Marquee tools</p> <p>5.3) • Apply new colors to selected areas--use the Eyedropper, select paint style, and click Fill</p> <p>5.4) • Enjoy timesaving preset conversion options for logos, color photos, sketches, and more</p> <p>5.5) • Integrate Streamline easily with other Adobe software</p>
<p><b>6. Dadaism</b></p> <p>6.1) Dadaism</p> <p>6.2) Futurism and Motion</p> <p>6.3)</p> <p>6.4) Use of curves in LAB</p>
<p><b>7. Technology as it relates to a. Architecture b. Installation c. dra</b></p> <p>7.1) • Architecture</p> <p>7.2) • Virtual Installation</p> <p>7.3) Work progress</p>
<p><b>8. Technology application (computer) in making art</b></p> <p>8.1) computer art and effect</p> <p>8.2) digital imaging, manipulation, compositions</p> <p>8.3) output</p>
<p><b>9. Image and Meaning</b></p> <p>9.1) Hands-on</p> <p>9.2) Progress of the animation</p> <p>9.3) Experimentation of the animation movement</p>
<p><b>10. Studio Practices: Research, Folio and Design Process</b></p> <p>10.1) Hands-on</p> <p>10.2) Progress of the animation</p> <p>10.3) Experimentation of the animation movement</p>
<p><b>11. Personal development in new technological media and techniques</b></p> <p>11.1) Media development as compared to the past</p> <p>11.2) Self development in technology art making</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Digital Artwork	30%	CLO3
	Individual Project	Progress	40%	CLO1
	Portfolio/Log Book	Research Work Book	30%	CLO2

  

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Carter,David E. 2001, <i>The Big Book of Design Ideas</i>, Watson Guptill Publisher,Incorporated</li> <li>• Milburn,Ken. 2000, <i>Photoshop Version 5.5 Berkeley</i>, Osborn/McGraw Hill</li> <li>• Valentino,Robert H. 2001, <i>Photographic Possibilities:The Expressive Use</i>, Butterworth Heinemann</li> <li>• Wong,Benjamin. 2001, <i>Viusal Design On Computers</i>, Norton/Wadsworth</li> <li>• R.Allen,Kathleen 2002, <i>Bringing New Technology to market</i>, 1 Ed., Prentice Hall</li> <li>• Calhoun,karen 2001, <i>New Tools and possibilities for Cooperative</i> , Haworth Information Press</li> <li>• Horton,William,Horton,katherine. 2003, <i>E-Learning tools and Technologies:A Consumer'</i>, 1 Ed., John Wiley &amp; Sons</li> <li>• Beylerian,George 2005, <i>Material Connexion:The Global Resourse of New</i>, Anita Maryadas Wiley</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources