



UNIVERSITI TEKNOLOGI MARA

FET640: TIME BASED MEDIA ART AND CONTEXT

Course Name (English)	TIME BASED MEDIA ART AND CONTEXT APPROVED
Course Code	FET640
MQF Credit	4
Course Description	An intermediate course that enable students to relate the research to their major areas of disciplines, e.g. 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 et cetera.
Transferable Skills	Multimedia skill
Teaching Methodologies	Lectures, Studio, Demonstrations, Presentation
CLO	<p>CLO1 Integrate the formulation to analyse the problem using scientific skills in developing problem statement in the discipline through the understanding of art and context</p> <p>CLO2 Construct systematically base on guided response in producing drawing using appropriate material and techniques in visual proposal through the understanding of art and context</p> <p>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</p> <p>CLO4 Demonstrate the value of information through communication on final execution of the philosophical interpretation (art & context, artist(s) influence, technicalities)</p> <p>CLO5 Justify for valuing the discipline phenomena by managing the information through the portfolio, written report, display of artwork and self-involvement assessment</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. WEEK 1: INTRODUCTION 1.1) 1. Syllabus content explanation 1.2) 2. Assessment procedure explanation	
2. WEEK 2: RESEARCH & THEORY 2.1) 1. Formulate research problem 2.2) 2. Conducting literature search & literature review	
3. WEEK 3: RESEARCH & THEORY 3.1) 1. Choosing a research method 3.2) 2. Discussing research data	
4. WEEK 4 : VISUAL & THEORY 4.1) Finding References	
5. WEEK 5: VISUAL DEVELOPMENT 5.1) 1. Discussing & formulating drawing sketches 5.2) 2. Choosing and discussing final outcome: Drawing research	
6. WEEK 6: VISUAL DEVELOPMENT 6.1) 1. How to conduct, choose and discuss materials and techniques	
7. WEEK 7: VISUAL DEVELOPMENT 7.1) 1. Doing the mock-up/visual simulation,story line,	

8. WEEK 8: VISUAL DEVELOPMENT 8.1) 1. Studio presentation for artist impression & class critic / storyboard
9. WEEK 9: FINAL EXECUTION 9.1) 1. Choose approach, technicality and material
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. Build the artwork guided from the selective visual images and technicalities
12. WEEK 12: FINAL EXECUTION 12.1) 1. Assessment on Content 12.2) 2. Materials for final 12.3) 3. Rechecking finishing & technique
13. WEEK 13: PRESENTATION 13.1) 1. Oral presentation 13.2) 2. 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	Illustrate the selection of "issue or theme" for understand the problem from the analysis of visual and textual references; & art and context in written assignment (MQF LOD 6)	25%	CLO1
	Final Project	Execute the artworks base on the final proposal selection using appropriate skills and techniques (MQF LOD 2)	30%	CLO3
	Portfolio/Log Book	Managing the portfolio (set of drawing process), compilation of written assignment in the report from previous task (written proposal [CLO 1], the process of artwork [CLO2, CLO3], and artwork's philosophical interpretation [CLO4]), displaying the final artwork and self-involvement assessment (overall performance in the current semester) (MQF LOD 7)	15%	CLO5
	Presentation	Present through effective communication from the previous task (CLO1, CLO2, CLO3) base on philosophical interpretation in related to the art & context, artist(s) influence, technicalities (MQF LOD 5)	10%	CLO4
	Visual Assessment	Produce set of drawing that related to the proceed "issue or theme" from the understanding of art and context (MQF LOD 2)	20%	CLO2

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