| Subject code | Credits |
| --- | --- |
| **INF1011** | **3** |

**Title**

| AUDIOVIZUALINIO MENO PAGRINDAI |
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**Title in English**

| **AUDIOVISUAL ART BASICS** |
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**Subject goal and annotation**

| During the course students study field of audiovisual art, connections of new media art and new media technologies, main streams of contemporary art conceptions and the topics developed by the artists. During the course students learn about tipology of audiovisual art, development and evolution of media philosophy, social aspects and culture research. Artistic expression, content and shape of the art peace. New media art tendencies in Lithuania and in the world. Interconnections of new media art and other kinds of artistic expression. During the course video, sound and other materials are used for the discussions and research. |
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**Prerequisites**

| Bendros audiovizualini   technologij   ir meno 0inios |
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**Relationship between the learning outcomes of the Programme and learning outcomes of the subject**

| Learning outcomes of the Programme | Learning outcomes of the subject | Criteria for measuring the achievement of learning outcomes |
| --- | --- | --- |
| 4. Knowledge of basic and advanced *multimedia* theories and applications, ability to apply it. | Formulate criteria which describes specific features of audiovisual art. | Formulates and applays criterias for description and explanation of audiovisual art. |
| 5. Knowledge of basic *art theory, history and methods in arts*, their application. | Interpretation of tendencies of art works and creativity. | Interpretates art works and tendencies of creativity, explanes main tendencies. |
| 6. Knowledge of *Internet and multimedia products development*, their commercial and social impact.<br><br>9. Perform interdisciplinary research and development/creation in *multimedia* area, apply results in practical applications. | Apply theories and knowledge in the audiovisual and cultural analysis. | Properly applies theories and theoretical knowledge in the analysis of audiovisual culture. |
| | Explanation of audiovisual art ideas. | Student demonstartes ability disscus and explane ideas of audiovisual art. |

| 18. Critical analysis of Internet and multimedia projects context and their influence to business, culture and society. | Audiovisual work problematic actualization and the context of socio-cultural, technological, and art history discourse. | Student demonstrates ability actualize audiovisual works in the contexts of sociocultural, technological and historical discourse, can submit results in writen and oral presentation. |
|---|---|---|
| | Audiovisual works identification and interpretation of ideas. | Students can recognize type of audiovisual work, identify elements of expresion, make an interpretation in the contexts of contemporary culture. |

**Subject content**

| | Lecture topics and contents | Hours |
|---|---|---|
| 1. | Introductory lecture. Introduction to the course structure and content, attendance and assesment requirements. | 2 |
| 2. | Analysis and criticism of audiovisuality. Media language of art. | 2 |
| 3. | Media arts and connection to the audiovisual arts. | 2 |
| 4. | Audiovisual art typology and criticism of typologies. | 2 |
| 5. | Technological developments and progress on audiovisual evolution. | 2 |
| 6. | Analog and digital audio and video technologies change. | 2 |
| 7. | Audiovisual expression. | 2 |
| 8. | Harmonization of audio-visual means of expression. | 2 |
| 9. | Audiovisual presentation of a work of art, and / or display. | 2 |
| 10. | Photography (concept, evolution, and ideas change). | 2 |
| 11. | Cinematography (concept, evolution and ideas for change). | 2 |
| 12. | Animation (concept, evolution, and ideas change). | 2 |
| 13. | Video art (concept, evolution and ideas change). | 2 |
| 14. | Internet art and web products (concept, evolution of ideas and change). | 2 |
| 15. | Hypermedia and futuristic audiovisual ideas (concep, evolution and ideas change). | 2 |
| | **Total** | 30 |

**Practical work contents**

| Basic tasks of audiovisual content creation, analysis of creative works. |
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**Evaluation of study results**

| Practical and individual work (realization of creative projects and presentation)  -50%, exam .  50 % |
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**Distribution of subject study hours**

| Lectures | 30 |
|---|---|
| Seminars | 15 |
| Abstract | 15 |
| Independent work. | 15 |
| **Total** | 75 |

**Recommended literature**

| No | Authors of publication and title | Number of copies available | | |
|---|---|---|---|---|
| | | *in the Library of VMU* | *in specialized publication collections at VMU* | *in other libraries* |
| *Basic materials* | | | | |
| 1. | Kin inaitis Virginijus, Audiovizualin s kult ros kon/tekstai. ¥iauliai:Saul s delta. 2007. | | 2 | 7 Ki-101 |
| 2. | Christiane Paul, Digital Art. London : Thames & Hudson. 2003 | | 1 | 004 Pa-389 |
| 3. | Lukys Alvydas, Medij pagrindai. Vilnius: Vilniaus dail s akademija.2008. | | 1 | 7 Lu-83 |
| 4. | Venckus Remigijus, Videomeno dekonstrukcija. ¥iauliai: vz¥iauli universiteto leidykla. 2008. | | 2 | 791 Ve-114 |
| *Supplementary materials* | | | | |
| 1. | McLuhan M. Kaip suprasti medijas: 0mogaus t siniai. Vilnius: Baltos lankos. 2003. | | | |
| 2. | Cook S. & Graham B., *Rethinking Curating: Art After New Media*, Cambridge, Mass.: MIT Press. 2010. | | | |
| 3. | Grau O. *Virtual Art: From Illusion to Immersion* (Leonardo Book Series). Cambridge, | | | |

| | Massachusetts: The MIT Press/Leonardo Books. 2003. | |
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**Subject prepared and coordinated by**

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