MAT **Media Arts and Technology**
Graduate Program
University of California, Santa Barbara

MAT200A Arts & Technology Seminar
Fall 2004

George Legrady legrady@arts.ucsb.edu**, Instructor**

Eunsu Kang kangeunsu@kangeunsu.com**, TA**

Meeting Locations

E-studio, Art Dept, 2nd floor: Monday, Wednesday 5-7pm

HSSB 1174: Guest Lectures: Monday 5-7pm

WELCOME

Engineers, computer scientists, composers, sound engineers, computational designers, physicists, media artists, visual/spatial artists, guitar players….

Course Objectives:

- To provide an overview of the digital media arts discipline by introducing a range of issues, themes, methods, and institutions…
- …through historical and contemporary examples representative of both the theory and practice.
- To understand artistic 'research' in relation to the scientific/engineering model

Course Goals: Art & Aesthetics

- Get an overview of the Discipline
- Attempt to define the artistic/aesthetic approach
- Identify the conditions under which it is produced
- Learn how to evaluate an art based project (what are the components: concepts, aesthetics, form, innovation, etc.)

Course Goals: Interdisciplinary Projects

- Bringing specialists together allows for collaborative work
- Focus on identifying similarities and differences in problem-solving, creativity, and methodologies as practiced in the arts and the sciences
- To go beyond one's specialized knowledge set through hybridization (An occasion to stretch your boundaries)
- Synthesize specialized backgrounds into new research and production approaches

What does the word “FEEDBACK” mean to you?

Engineers, computer scientists, composers, sound engineers, computational designers, physicists, media artists, visual/spatial artists, guitar players….

Course Goals: Meta Level Discourse

- How do scientists, engineers, artists problem solve?
- "What does it mean that I do what I do?"
- "**Why**" rather then "**How**"
  (even though we want you to know how to do it)

Activities:

- Seminar discussion on digital media arts topics
- Visiting lectures, possible field trip(s)
- Reading and research
- Teambased brainstorming
- Collaborative project proposal development

Resources & Textbooks:

- *Digital Art*, Christiane Paul, Thames & Hudson, UK 2003
- *The New Media Reader*, N.Wardrip-Fruin, N.Montfort, MIT Press 2003
- *Man + Robots, Symbiotic Art*, L.Moura
- Legrady Mixed Online Resources
- *Intersections of Art, Science, Technology & Culture, Information Arts*, Steve Wilson (online)
- *Multimedia: From Wagner to Virtual Reality*, R. Packer

Workload:

- Attendance and participation
- Reports on readings, lectures, and presentations
- Research presentations
- Final Project: A team-based proposal for an arts-science research project

From Discipline Specificity to Hybridization:

- First let's make explicit the methods by which we operate in our discipline (discipline specific teams present their research methods)
- Then, let's team up with someone from another discipline and see how we can hybridize and synthesize

Collaborative Work Model (Steinheider):

- **Communication**: Enables exchange of data, information and knowledge
- **Coordination**: Manages the dependencies between the actors and activities, integrates and harmonizes individual tasks with view to the superordinate objective (Malone & Crowston,1994)
- **Knowledge Sharing**: (the most critical) Process of the systematical construction of meta-knowledge which connects between isolated areas of knowledge and expertise (Ganz & Hermann, 1999)

Interdisciplinary Collaboration in Digital Media Arts: A Psychological Perspective on the Production Process, Brigitte Steinheider and George Legrady, Leonardo 37:4, MIT Press, Summer 2004

MAT **Media Arts and Technology**
Graduate Program
University of California, Santa Barbara

MAT200A Arts & Technology Seminar
Fall 2004

George Legrady legrady@arts.ucsb.edu**, Instructor**

Eunsu Kang kangeunsu@kangeunsu.com**, TA**

Meeting Locations

E-studio, Art Dept, 2nd floor: Monday, Wednesday 5-7pm

HSSB 1174: Guest Lectures: Monday 5-7pm