

Course-unit Programme
(Regular Full-time Course Syllabus)

1. Course-unit details:

Name of course-unit (subject): **MEDIA DESIGN THEORY 1**

Language of instruction (from sample unit): **English**

Course-unit type (subject unit): **lecture**

Course-unit term requirements (subject unit): **examination**

Number of contact hours attached to the course-unit (subject unit): **2** classes/week

Content features of course-unit:

- Teaching objectives of course-unit (description of 2-3 lines) (sample unit):
Basics of the theoretical aesthetics of new media. The fundamental questions of new media aesthetics.
- The **topics** and **detailed** syllabus of the factual content of the course-unit in a weekly breakdown (sample unit):

1. week: Introduction to the course topic and overview (W. Benjamin)
2. week: definition of new media; (Lev Manovich: What is New Media?; W. Chun)
3. week: Image, sign, symbol (F. Saussure, Ch. S. Peirce)
4. week: The ontology of the photographic image (A. Bazin) + Werner Nekeš
5. week: Orality, literacy, visual communication (V. Flusser) + Nam June Paik
6. week: Iconography (E. Panofsky, O. Neurath)
7. week: Theorising the perception of the virtual (Virillio: The Vision Machine)
8. week: Linear communication structures: video art history and tendencies (Tribe: New Media Art)
9. week: Nonlinear communication structures: interactive art history pioneers and tendencies
10. week: consultation on assignment
11. week: consultation on assignment

List of practical tasks required to fulfil the term requirements of the practical class:
essay to be submitted on one of the artists/art-groups briefly at class 7/8

Reading material necessary to complete the course-unit:

- Author(s): Mark Tribe
- Title: New Media Art
- Taschen, 2006

- Author(s): Walter Benjamin
- Title: 'The Work of Art in the Age of Its Technological Reproducibility
- https://monoskop.org/images/6/6d/Benjamin_Walter_1936_2008_The_Work_of_Art_in_the_Age_of_Its_Technological_Reproducibility_Second_Version.pdf

- Author(s): André Bazin
- Title: The Ontology of the Photographic Image
- in What is Cinema? UNIVERSITY OF CALIFORNIA PRESS, 1972

- Author(s): Lev Manovich
- Title: What is New Media?
- The Language of New Media, Cambridge, MA: MIT Press, 2002

- Author(s): Paul Virilio
- Title: The Vision Machine
- in The Vision Machine, Indiana University Press; 1994

- Author(s): Wendy Chun
- Title: Did Somebody Say New Media?
- In New Media, Old Media: A History and Theory Reader, Routledge, 2006

- Author(s): Erwin Panofsky
- Title: Iconography and Iconology:
- in Panofsky: Meaning in the Visual Arts, Doubleday Anchor Books, N.Y.

- Author(s): Vilém Flusser
- Title: Our Images
- <http://www.flusserstudies.net/sites/www.flusserstudies.net/files/media/attachments/flusser-our-images.pdf>