Course Title: **Understanding Media and its Artistic Practices** (Winter Semester 2020)

Lecturer: Aleksandar Vejnovic

Language: English

Course Day: Tuesday (weekly)

Time: 12:00-14:00

Beginning of course: 6. 10. 2020, 12:00, room 133

End of course: 15. 12. 2020

Course description:

„Any understanding of social and cultural change is impossible without a knowledge of the way media work as environments." *- Herbert Marshall McLuhan*

This course will give students an introduction into artistic and philosophical approaches in media. We read texts by renowned theorists, watch videos and works by artists with the aim of developing a deeper understanding of media technology and exploring their cultural and philosophical dimensions. We will discuss, create and formulate possibilities of media cultural facilitation.
To make the course even more interesting and fun, you should be open for reading interesting (short) texts and for discussion with your co-students in the course. This course will provide a safe space for abstract, critical, creative and beyond "narrow-minded" thoughts.

The lecture will taught in a mix of virtual (via Zoom) and presence meetings (details will be announced at the "kick-off"). All texts and media will be provided by the lecturer.

Examination:

To complete the course successfully, you have to submit a practical project. You are free to choose on which subject and what media technology you would like to use for your final project. This can be a short film, sound piece, animation, series of photos or web art. If you have an another idea, feel free to discuss it with your lecturer. Your final project should have a reference to the discussed topics during the course.

STAG:

MA students can register for the course in STAG system. The code of the course is KVP / 582 (Výběrový kurz I M vk)

Learning goals:

After this course, you will be able:

- to use methods to deepen your understanding of media and its effects,
- reflect your own ideas and turning them into practice,
- sharpen your eyes and ears, expand your knowledge to current + upcoming discourses around media culture.

For whom is this course suitable?

This course is for those who are interested in:

- the effect of media technology on culture and society
- the use of theory for inspiration f.ex. movies (Jean Baudriallard´s theory of simulation as an inspiration for the movie „The Matrix")
- the change of the sensual ratio through various media technology like Radio, TV, Internet, Social Media, VR, AR.
- critical and creative perspectives on/with media in digital arts and media philosophy

This knowledge enriches you as a future:

- artist
- media producer/designer
- curator for exhibition, media events and festivals
- cultural editor and journalist
- researcher

About the lecturer:

Aleksandar Vejnovic (born 1991 in Vinkovci, Croatia) is an educator, media theorist and cultural facilitator based in Berlin. His work of interest covers an interdisciplinary field of acoustic ecology, media philosophy, media art and intercultural audience development. Vejnovic studied Audiovisual Arts and Media Culture in Darmstadt (Germany) and Corfu (Greece).