

Brief History of Art and design

20th-21st century

09 NEW MEDIA ART

(1990–NOWADAYS)

LISTENING

for English lesson



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LMDV
LIEPĀJAS MŪZIKAS,
MĀKSLAS UN DIZAINA
VIDUSSKOLA


SUPŠ:UH

Empower **ED**

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LISTENING

EXPLORING NEW MEDIA ART

TED TALK: "How New Media Art Transforms Society"

PRE-LISTENING ACTIVITIES:

1. Discussion Questions:

- What do you know about New Media Art?
- How do you think technology influences art today?
- Can art made with artificial intelligence be considered "real" art? Why or why not?

2. Vocabulary Preparation:

Match the words with their definitions:

1. Interactivity
2. Algorithm
3. Augmented Reality
4. Immersive Experience
5. Digital Aesthetics
6. Generative Art
7. Machine Learning
8. Data Visualization
9. Mixed Media
10. Real-Time Processing

WHILE-LISTENING ACTIVITIES:

1. Comprehension Questions:

- What is the main argument of the speaker?
- How does the speaker describe the impact of AI in New Media Art?
- What role do interactive installations play in modern art?
- According to the speaker, how do artists challenge traditional art through technology?

2. Fill in the Blanks: (Listen and complete the sentences)

"New Media Art is an evolving field that integrates _____, _____, and _____."

"Through the use of AI, artists can create works that challenge the idea of _____."

"Interactive installations change the way people _____ and _____ art."

"Artists use digital aesthetics to explore _____ and _____."

"The fusion of _____ and _____ allows artists to create more engaging experiences."

"Machine learning enables artists to create works that evolve based on _____."

"One key principle of New Media Art is _____, which allows audience participation."

"Generative art relies on algorithms to create _____ and _____."

POST-LISTENING ACTIVITIES:

1. Summary & Discussion:

- Write a short (5-6 sentence) summary of the TED Talk.
- Discuss in pairs: Do you think technology improves or limits creativity in art? Why?

2. Creative Task:

- Imagine you are a New Media artist. Design a concept for an interactive artwork using AI or digital tools. Describe it in a short paragraph and explain how the audience would engage with it.

LISTENING 2

LISTENING WORKSHEET FOR ESL STUDENTS (C1 LEVEL)

[What is digital art?](#)

BEFORE LISTENING:

1. Discussion Questions:

- What do you know about digital art?
- Can you name any artists who use digital tools in their work?
- How do you think digital art has changed the way we view art today?
- Do you think digital art will become more important than traditional art forms in the future? Why or why not?

2. Vocabulary Preparation:

- Oscilloscope: A device used to observe and record electronic signals.
- Algorithmic Art: Art created through mathematical formulas or computer programming.
- Augmented Reality: A technology that overlays digital content on the real world.
- Non-Fungible Tokens (NFTs): Digital assets that represent ownership or proof of authenticity, often used in digital art.

Try to guess the meaning of these words from the context. We'll hear them in the video!

During Listening:

Task 1: Fill in the Gaps

Listen to the video and complete the sentences.

1. Listen to the video and complete the sentences.
2. The history of art began with early creations using materials like _____ and _____.
3. The introduction of _____ on canvas revolutionized art in the 15th century.
4. The digital revolution in art has been in development for the last _____ years.
5. In 1914, Ben Laposky, a mathematician and draftsman, used an _____ to manipulate electronic waves.
6. The first exhibition of computer art took place at the _____ Institute of Contemporary Art in London in 1968.

DURING LISTENING:

Task 2: True or False

Decide whether the following statements are true or false based on the video.

1. Digital art began in the 21st century. *(True / False)*
2. The first digital art pioneers were often mathematicians and engineers. *(True / False)*
3. AI-generated art only appeared in the 21st century. *(True / False)*
4. Andy Warhol created digital works in the 1980s using an Amiga 1000 computer. *(True / False)*
5. Digital art became popular because it was immediately accepted by traditional art galleries. *(True / False)*

AFTER LISTENING:

Task 3: Multiple Choice Questions

Answer the following questions based on the video.

1. **When did digital art first emerge as a trend? :**
 - a. In the 1950s
 - b. In the 1960s
 - c. In the 1910s
 - d. In the 1980s
2. **Which of the following was one of the first exhibitions of digital art?**
 - a. The Rhizome Project
 - b. Cibernetic Serendipity
 - c. The Tate Gallery Show
 - d. The CompArt Exhibition
3. **Who is considered the first person to publicly show art created by a computer?**
 - a. Herbert W. Franke
 - b. Georg Nees
 - c. Ben Laposky
 - a. Harold Cohen
4. **Which technology was used by Ben Laposky to create his early digital art?**
 - a. A computer
 - b. An oscilloscope
 - c. A calculator
 - d. A virtual reality headset

5. **In the 1980s, Andy Warhol worked with digital art using which of the following devices?**
 - a. Apple II
 - b. Commodore Amiga 1000
 - c. IBM PC
 - d. Macintosh

6. **What major advancement helped digital art become more mainstream in the 1990s?**
 - a. The development of virtual reality
 - b. The creation of NFTs
 - c. The availability of personal computers
 - d. The rise of social media platforms

7. **What is the role of AI in digital art, according to the video?**
 - a. AI has not influenced digital art at all
 - b. AI is used to create autonomous artworks
 - c. AI helps artists improve traditional techniques
 - b. AI replaces human artists entirely

8. **Which of the following digital art movements gained popularity with the use of NFTs?**
 - a. Abstract art
 - b. Crypto art
 - c. Pop art
 - a. Surrealism

9. **What is one of the main benefits of digital art mentioned in the video?**
 - a. It is more expensive to create
 - b. It is always created with traditional materials
 - c. It allows for easier viewer engagement and interaction
 - d. It is difficult to reproduce or share online

10. **How has the COVID-19 pandemic impacted digital art?**
 - a. It has slowed down the development of new technologies
 - b. It has decreased the popularity of digital art
 - c. It has accelerated the growth and popularity of digital art
 - d. It has led to the creation of more physical art exhibitions

TASK 4: DISCUSSION

Do you think the use of NFTs in digital art is a positive or negative trend for the future of art? Why?

How do you see the role of technology and AI in the future of art creation?

Can digital art ever replace traditional forms of art? Explain your answer.