

Brief History of Art and design

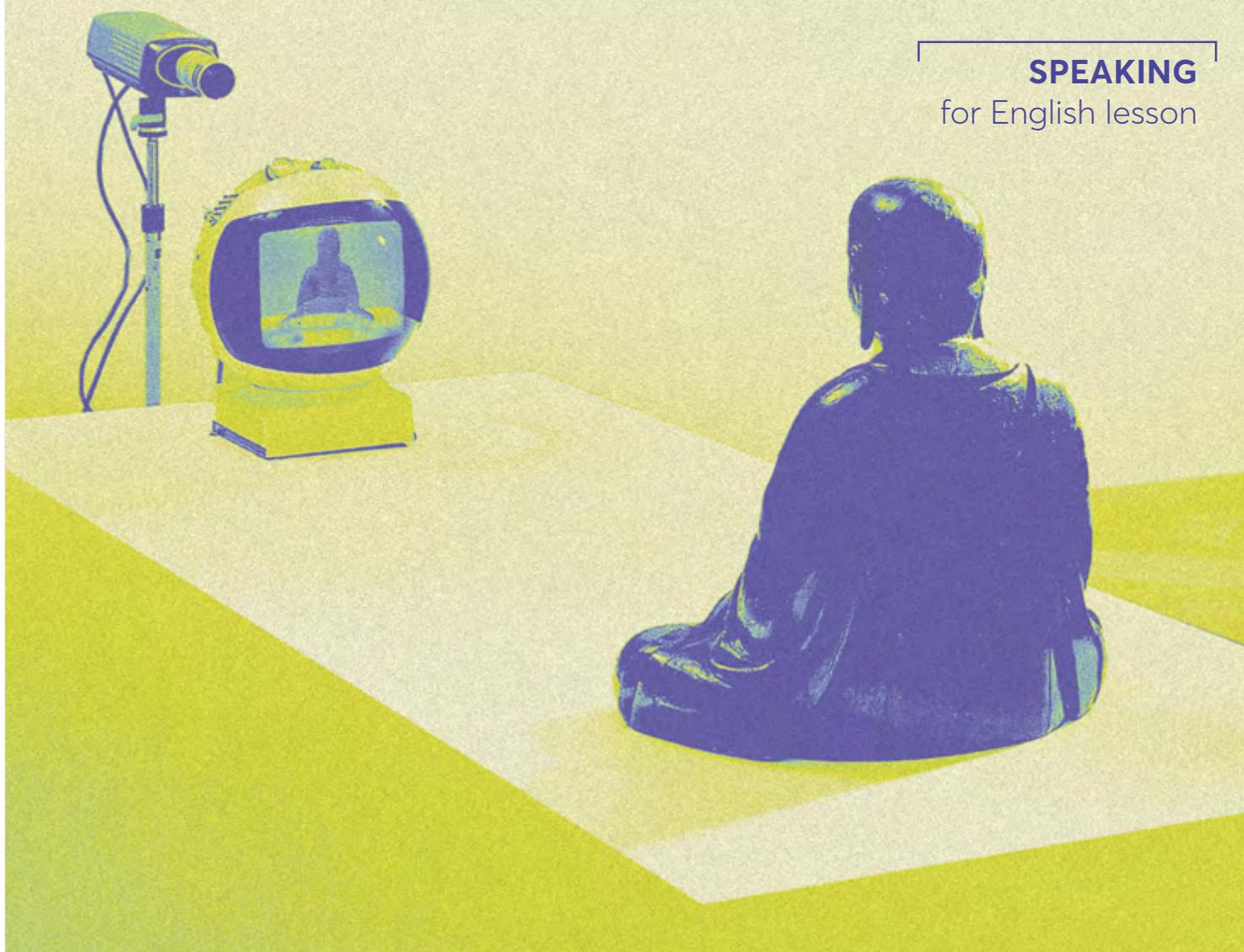
20th-21st century

09 NEW MEDIA ART

(1990–NOWADAYS)

SPEAKING

for English lesson



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MĀKSLAS un DIZAINA
VIDUSSKOLA



SUPŠ:UH



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SPEAKING

ESL SPEAKING WORKSHEET: NEW MEDIA ART AND DESIGN

Introduction: New media art refers to art created using new technologies such as digital tools, computers, the internet, virtual reality (VR), artificial intelligence (AI), and interactive devices. It challenges traditional forms of art by introducing innovative ways of creation, engagement, and interaction. Artists in this field use these tools to express ideas, provoke thought, and explore how technology impacts human life.

1. MATCH THE WORDS WITH THEIR DEFINITIONS:

Word	Definition
1. Interactive	a. Art made using computers or digital technologies
2. Digital Art	b. Art that involves the viewer's active participation
3. Virtual Reality	c. Technology that creates an artificial environment that the user can interact with
4. Augmented Reality	d. A medium where digital information is overlaid on the physical world
5. Artificial Intelligence	e. Machines or programs that can perform tasks that would normally require human intelligence

Use the words above in sentences:

- Interactive: _____
- Digital Art: _____
- Virtual Reality: _____
- Augmented Reality: _____
- Artificial Intelligence: _____

PART 2: DISCUSSION QUESTIONS

A. The Nature of New Media Art and Design

New media art is fundamentally different from traditional forms of art, as it often involves technology, interaction, and participation. Artists use tools like digital software, VR, and AI to create and present their work.

1. What makes new media art different from traditional art forms like painting or sculpture?

(Discuss the unique features of new media art, such as interactivity, use of technology, and digital formats.)

2. How can technology, such as VR or AI, be used to create art?

(Consider the role of emerging technologies in art creation and how they can help artists express new ideas.)

3. What do you think is the role of interactivity in new media art?

(Explore how art that requires the viewer's participation or response changes the experience of the art itself.)

B. The Impact of Technology on Art

New media art responds to and reflects the changes technology brings to society. These technological shifts also challenge how we think about art and culture.

1. How do you think new media art reflects changes in society or culture?

(Discuss how new media art can address social, political, or cultural issues in innovative ways.)

2. How does the use of the internet and social media influence how new media art is created and shared?

(Think about how platforms like Instagram, YouTube, or TikTok help new media artists reach global audiences.)

3. Do you think new media art can make a statement about the dangers or benefits of technology? Why?

(Consider how new media artists critique or explore the effects of technology on our lives.)

C. Future of New Media Art and Design

The possibilities for new media art are constantly evolving as technology advances. What may be possible today might be outdated tomorrow.

1. What do you think the future of new media art might look like?

(Discuss possible advancements in technology and how they might influence the art world. Consider VR, AI, or blockchain technology.)

2. How do you think new technologies like artificial intelligence will change the creative process in art?

(Explore how AI and machine learning might assist or replace traditional artistic techniques.)

3. Do you think that new media art can exist in a physical gallery, or is it strictly for online spaces? Why or why not?

(Debate whether new media art should be experienced in physical spaces or if it is better suited for the digital realm.)

PART 3: ROLE PLAY / PRACTICE

A. Interview Practice:

- **Student 1:**

You are a curator at a modern art museum, preparing an exhibition about new media art. Explain to a visitor what new media art is, what it includes, and why it is important in the context of modern society.

- **Student 2:**

You are a visitor at the museum, asking questions about new media art. Ask how the use of technology influences the art, why it's so different from traditional art, and what impact it has on the viewer.

B. Group Discussion:

Topic: *"The Intersection of Technology and Art"*

- How has the relationship between technology and art changed in the 21st century?
- Discuss how new media art is a response to technological advancements. Is it a form of protest, exploration, or celebration of technology?
- In groups, discuss an example of a new media art piece or artist that uses technology in an innovative way.

PART 4: REFLECTION

Answer the following questions:

- 1. Do you think new media art is more accessible to people than traditional art? Why or why not?**
- 2. In what ways do you think new media art could help raise awareness about global issues like climate change or inequality?**
- 3. If you were to create your own new media artwork, what technology or tools would you use, and what message would you want to convey?**