

Brief History of Art and design

20th-21st century

09 NEW MEDIA ART

(1990–NOWADAYS)

WRITING

for English lesson



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MĀKSLAS un DIZAINA
VIDUSSKOLA



SUPŠ:UH



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WRITING

NEW MEDIA ART

Task Title:

Write an essay on the topic of **New Media Art**, using the information from the video you just listened to, as well as your own knowledge and ideas.

BEFORE WRITING:

1. Brainstorming: Take a few minutes to think about the following questions.

Write down your ideas in bullet points.

- What is new media art?
- How is it different from traditional forms of art (e.g., painting, sculpture)?
- What technological advancements have contributed to the development of new media art?
- Do you think new media art is an important part of the future of the art world? Why or why not?
- What are some examples of well-known new media artists?

2. Vocabulary: Here are some useful terms related to new media art. Review their meanings and try to use them in your writing:

Digital art

Algorithmic art

Generative art

Virtual reality (VR)

Augmented reality (AR)

Non-fungible tokens (NFTs)

Interactive art

3. Essay Structure: Your essay should follow a clear structure:

- **Introduction:** Introduce the topic and present your thesis (main argument).
- **Body Paragraphs:**
 - **Paragraph 1:** Define what new media art is and how it differs from traditional art forms.
 - **Paragraph 2:** Discuss the technological advancements that have shaped new media art.
 - **Paragraph 3:** Give examples of key figures or movements in new media art.

Conclusion: Summarize the key points and give your personal opinion on the future of new media art.

DURING WRITING:

Task 1: Introduction

Start by writing a short introduction (5-6 sentences) where you:

- Define what new media art is
- Mention its growing influence on the art world
- State why it is an important and innovative form of artistic expression

Task 2: Body Paragraph 1

Write a paragraph explaining how new media art differs from traditional art. Focus on aspects such as:

- Use of technology and digital tools
- Interactive and immersive experiences
- The shift from physical materials to digital formats

Task 3: Body Paragraph 2

Write a paragraph discussing the technological advancements that have contributed to new media art, such as:

- The development of computers and digital technologies
- The role of algorithms and AI in the creation of art
- The impact of virtual and augmented reality

Task 4: Body Paragraph 3

Write a paragraph focusing on important figures in the development of new media art. Mention some of the following:

- **Ben Laposky:** Used oscilloscopes to create digital art in the 20th century.
- **Georg Nees:** Pioneered computer-generated art.
- **Andy Warhol:** Created digital works in the 1980s.
- **Crypto art and NFTs:** The emergence of blockchain technology in the art world.

Task 5: Conclusion

Write a conclusion (5-6 sentences) that:

- Summarizes the key points about new media art
- Gives your opinion on whether digital and new media art will continue to shape the future of art
- Reflect on the potential of new media art for future generations

AFTER WRITING:

1. Peer Review:

Exchange your essay with a classmate and provide feedback on their writing. Focus on:

- Clarity and coherence of ideas
- Use of examples and evidence
- Grammar and vocabulary accuracy

2. Self-Reflection:

After receiving feedback, review your essay and think about:

- Did you answer the prompt fully?
- Is your argument clearly supported with examples?
- Did you use appropriate academic vocabulary?
- Are your ideas well-organized?