

Brief History of Art and design

20th-21st century

09 NEW MEDIA ART

(1990–NOWADAYS)

VOCABULARY

for English lesson



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LIEPĀJAS MŪZIKAS,
MĀKSLAS un DIZAINA
VIDUSSKOLA



SUPŠ:UH



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VOCABULARY

NEW MEDIA ART VOCABULARY

Part 1: Vocabulary List

Augmented Reality (AR) – A technology that overlays digital content onto the real world.

Virtual Reality (VR) – A fully immersive digital environment experienced through headsets.

Artificial Intelligence (AI) – Computer systems that can perform tasks requiring human intelligence.

Algorithm – A set of rules followed by a computer to perform tasks.

Interactive – Allowing active participation and engagement from the viewer.

Generative Art – Art created using autonomous systems, such as algorithms or AI.

Installation Art – A large-scale artwork designed for a specific space.

Glitch Art – Art that embraces digital errors, distortions, and malfunctions.

Digital Aesthetics – The visual qualities unique to digital media and technology.

Immersive Experience – A deeply engaging and interactive digital or multimedia environment.

3D Rendering – The process of generating a 3D image from a model using software.

Projection Mapping – Using projectors to display images or videos onto surfaces.

Cyberculture – The culture emerging from human interaction with digital technologies.

Multimedia Art – Art that incorporates multiple digital and traditional media.

Haptic Technology – Technology that provides tactile feedback through touch.

Kinetic Art – Art that incorporates movement, often through digital or mechanical means.

NFT (Non-Fungible Token) – A unique digital asset stored on a blockchain.

Metadata – Information embedded in digital files describing their properties.

Data Visualization – The graphical representation of data for artistic or informational purposes.

AI-Generated Art – Art created by artificial intelligence systems.

Surveillance Art – Art exploring themes of privacy, monitoring, and data tracking.

Deepfake – AI-generated media that alters appearances or voices convincingly.

Responsive Art – Art that changes based on user input or environmental conditions.

Cybernetics – The study of systems and communication between humans and machines.

Digital Sculpture – 3D art created and displayed using digital tools.

Bio-Art – Art that incorporates biological materials or scientific processes.

Hacktivism – The use of digital technology for political or social activism.

Virtual Installation – An installation artwork existing entirely in a digital space.

Digital Collage – Art created by combining digital images and elements.

Code-Based Art – Art created through programming and coding techniques..

Part 2: Vocabulary Exercises

Exercise 1: Match the Term to the Definition

Match each word to the correct definition.

___ Augmented Reality	(A)	Art that changes based on user input
___ Algorithm	(B)	AI-created media that alters faces or voices convincingly
___ Deepfake	(C)	Art created using AI or automated systems
___ Projection Mapping	(D)	A set of rules followed by computers
___ Immersive Experience	(E)	Using projections to display images onto surfaces
___ Cybernetics	(F)	The study of interactions between humans and machines
___ AI-Generated Art	(G)	A culture shaped by digital interactions
___ Data Visualization	(H)	A fully engaging and interactive digital experience
___ Hacktivism	(I)	The use of digital technology for activism
___ Generative Art	(J)	A technique for graphically representing data

EXERCISE 2: FILL IN THE BLANK

Complete the sentences using the correct vocabulary term.

- The artist used _____ to create a three-dimensional experience that surrounded the viewer.
- _____ allows users to see digital elements overlaid onto the real world using their smartphones.
- A major concern with _____ technology is how it can be used to spread misinformation by altering videos.
- Museums are increasingly using _____ to display digital artwork on walls and buildings.
- _____ is used to display patterns and trends visually, making complex information easier to understand.
- Artists working with _____ often explore the relationship between humans and machines.
- The rise of _____ means that some artworks are entirely created by computers with minimal human intervention.
- Activists have turned to _____ to raise awareness about issues like internet censorship.
- The use of _____ has allowed artists to create compositions that are constantly evolving and unique.
- With the help of _____, an artist can generate thousands of visual patterns using just a few lines of code.

EXERCISE 3: DISCUSSION QUESTIONS

Use the new vocabulary in your responses.

1. How do you think AI-generated art is changing the art world?
2. Do you believe deepfake technology is more of a risk or an artistic tool? Why?
3. How can digital aesthetics be used to make political or social statements?
4. In what ways is virtual reality art different from traditional painting or sculpture?
5. What are some ethical concerns regarding surveillance art and its impact on privacy?