

Bachelor Interactive Media Design (BIMD)
Chisholm Institute, Dandenong Campus
Creative Visual History HE- BDCC101

Student Information

2013

Bachelor Interactive Media Design (BIMD)

Course website: www.imafchisholm.weebly.com

Link to BIMD > Visual History
Find information on delivery, resources and slide shows.

Contact:

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David Trout is a lecturer and artist based in Melbourne. He has a broad and varied education background, teaching art and design in South Africa, the USA, Europe, S.E. Asia and Australia. He travels widely and has a keen interest in contemporary art. Recently he has visited the Venice Biennale, the Lyon Biennale and the Paris Art Triennial as well as Art Cologne. David Trout has forthcoming exhibitions in Melbourne and Italy and has recently exhibited in Berlin and self published a book on his work.

www.davidtrout.net

Module structure.

The module is delivered over 13 weeks.

The structure is as follows:

- 8 lectures
- 3 presentation weeks inclusive of exam.
- 1 Excursion week
- 1 Examination week

How are you assessed?

Assessment:

Class Participation	(10%)	80% attendance required. Short oral presentation.
Slide Recognition /Exam	(30%)	Slide recognition of 30 art/design images.
Written Work	(40%)	2 Abstracts based on journal article 2X750 words. 2 Abstracts of TED design lecture. 2X750 words.
Presentation	(20%)	2 Oral/visual presentations: a)an influential designer.b) green design Plus written factsheet and presentation notes.
Total:	(100%)	

The subject grade is assigned according to the range into which the overall subject percentage score falls in the Grade Table:

G1	HD	High Distinction	80-100
G2	D	Distinction	70-79
G3	CP	Credit Pass	60-69
GP	P	Pass	50-59
N	NN	Fail	0-49

Some information on what you will need to do.

What is an Abstract?

Assessment of the Abstracts (40%)

2 abstracts Design Periodical

1 abstract TED video

1 abstract article online article from provided list

Choose an article from one of the following journals available at Chisholm Library.

a) Wired b) Artlink c) Creative d) Digital media world

- ❖ The article you chose should be at least two pages in length.
- ❖ Each of the three abstracts need to come from different journals listed above.
- ❖ Photocopy the article.
- ❖ Write an abstract of 500 words in your own words explaining objectively what the article is about. Include all the major points.
- ❖ Conclusion: 250 words writing your subjective response to the article.
- ❖ Provide bibliographic information including: title of journal, date, title of article, page number and author.
- ❖ Check spelling and grammar. Basic errors are not acceptable.
- ❖ Reread your work before submitting.
- ❖ Deadlines are non-negotiable. Any student not completing abstracts may submit a 3000 word essay at the end of the course.
- ❖ Deadline Dates for abstracts:

Review of TED Design video

Review online article.

Due dates: 2 September at 6pm Abstract/TED

4 November at 6pm Abstract/online article

The Student Presentations: (20%)

The student is required to prepare research and deliver a well prepared visual presentation on a two topics. The presentation should be 10 minutes in length. The presentation will address the following:

1)...Influential Designers

- Biography and relevance of Designer
- Influence
- Context
- Examples and discussion of visual work.
- Techniques
- Concepts.
- Personal reflections

A factsheet on one page should be provided to all students at the presentation.

2) Green design or future directions for design.

Discuss a designer using and aware of green issues in design or forward thinking in design.
Examples of work and background of designer should be presented.

Participation. (10%)

Attendance 80%.

Participation in discussions/quiz and note taking.

Present your design work and who influences you (week 3).

Slide Recognition Exam (30%)

Building a visual library vocabulary of artists, genres and designers is beneficial to the designer. The aim of this activity is to provide you with the names, movements and images of some of the most influential artists and designers, so that you are able to recognise and contextualise them.

Students are required to complete an exam based on recognition of artists and art/design movements. A list of 100 images will be provided. The exam will use 30 images from list. The list will be on the website

Prepared essay question:

Three Revolutions:

The emergence of Printing, The Industrial Revolution and The Digital Revolution.

Discuss how these revolutions relate to design. 600 - 800 words

The Schedule - When we meet.

Week 1 - 22 July 2013

An introduction to Creative Visual History. Explanation of assessment criteria including abstracts, slide recognition and oral presentation.

Lecture 1: An Introduction to Design and its Historical Context.

In this first session students will explore the differences between art and design.

The lecture aims to encourage students to appreciate the relevance of a historical design/art background in the context of creating contemporary design.

Students will examine design in the context of art history by tracing a timeline from prehistoric art, Ancient Greek Art, the Renaissance, Modernism and Contemporary art. The lecture will address and make reference to the economic, social and political Influences of design in a historical context.

Week 2. – 29 July 2013

Lecture 2: Looking at the Foundations of Design

In this lecture we will explore the roots of contemporary design.

The Arts and Crafts Movement

Art Nouveau

Victoria Albert Museum, The Great Exhibition 1851

Week 3. – 05 August 2013 **student presentation “What designer/artist influences me”**

Lecture 3: Design Tracing typography to animation.

This lecture will examine a designer’s time line with reference to CGI, typography and animation. Reference to Anime and Manga. Students will be asked to participate by presenting a 5 minute presentation on an influential designer in the context of their own design portfolio.

Week 4. – 12 August 2013

Lecture 4: Socio political events in the context of the image and innovation.

The lecture will examine why social political events and economics are intertwined with art and design.

Photography, Bauhaus, De Stijl, Futurism, German Expressionism – film

Week 5. – 19 August 2013 **No Class**

Excursion TBA

Week 6. – 26 August 2013

Lecture 5: Understanding the underlying motives in communicating with the image.

In this lecture we will consider the following:
The Concept of Dialectical Antagonism
The rational and the irrational.
The Sublime
Neo classicism, Romanticism, Realism and photography
Modernism and the Avant Garde
The Surreal

Week 7. – 02 September 2013 **1) Hand in Abstract and TED talk review.**

Class activity: Student Presentations: 10 minutes each Influential Designer
Provide fact sheet

Week 8. - 09 September 2013

Lecture 6: What is a narrative and how do we use it in Design?
Post WW II cynicism to Art Late Modernism to the Post Modern

Mid Term break

Term 3 Begins No class on 07 October 2013

Week 9 - 14 October 2013

Lecture 7: Constructivism and Design

Week 10 – 21 October 2013

Class activity: Student presentation. 10 - 15 minutes each
Provide fact sheet Green Design

Week 11 – 28 October 2012

Class activity: Student presentation. 10 -15 minutes each
Provide fact sheet Green Design

Week 12 – 04 November 2012 2) Hand in Abstract and online review

Design and Revolution

The lecture will explore: **Three Revolutions:** The emergence of Printing, The Industrial Revolution and The Digital Revolution.
Reference will be made to the invention of print, the Gutenberg Press and the impact of new technologies on design communication.

Week 13 – 11 November 2012

Exam:
Slide recognition(20)
Essay question (10)