

## Unit 1, Activity 1: Media What?

**Why study the media arts?** This is an important question to ask before you start to explore the non-traditional mediums involved in media arts. Having a clearer idea of what media art is and how it is applied will help you to get the most from this course.

What knowledge do you already have of media arts? You may know more than think! You are constantly exposed to examples of media art on a daily basis. In the assignment section, you will brainstorm your knowledge base of the media arts and compare how they differ from the traditional visual arts.

### **Media Art**

In the mid 20th century (mid 1900's), the use of non-traditional media became widely accepted among artists. Non-traditional art practices allowed artists to create work without relying on traditional medium such as paint. Media art was considered a non-traditional discipline and now includes art practices such as: computer art, animation, digital photography, sound art, video art, performance art, and installation art.

In the assignment section, you will review your ideas about media art and then share your answers so that your peers and teacher can get to know you a little better. Once your response has been shared in class, you will respond to the answers of your peers. Before any of that happens, you will need to review some strategies for successful brainstorming.

Watch this video to see examples of Media Art

<http://www.youtube.com/watch?v=e4RBRnHRGV4>

## The Media Arts Brainstorming Chart.

What is the purpose of the Visual Arts?		
Identify some famous examples of the visual arts (medium examples: sculpture, paintings, etc.)	What messages do they convey?	What do you think is the purpose of these examples of the visual arts?
What is the purpose of the Media Arts?		
Identify some specific examples of media art in popular culture (medium examples: television, magazines, posters, photography, etc.)	What messages do they convey?	What do you think is the purpose of these examples of media arts?
Consider the following mediums/techniques used in the Media Arts:		
What are the differences between the media used in the visual arts and media arts?	Identify at least five media/techniques a media artist may use when creating an artwork.	Does the message or purpose of media arts vary from that of the visual arts? Why?
What is /are your favourite medium or media? Why?	Why are the media arts important to study?	What do you find interesting about media arts?

## Journal – Answer the following questions:

In your journal, once you have finished your brainstorming chart, answer the following questions:

‘What are the media arts?’

1. Define and describe the purpose of media arts in your own words.

2. List the artistic media one would use to create media art.

3. How does media art differ from the visual arts?

4. Why would one study the media arts?

5. Briefly outline your experience so far with media arts.