Course Name : Digital Art and Aesthetics

Course Detail	Credit / Hour	3 / 45 hours
	Class Time	12:00-15:00
	Live/Recorded	Live
	Language	English
Instructor	Name	PARK Jaeyeon
	Email	Jaeyeonpark@ajou.ac.kr
	Office hours	

1. Introduction

Based on the art of the era of technological reproduction, digital art has grown at a remarkable pace amid the development of science and technology in the 20th century.

In this lecture, students acquire basic knowledge and history of digital art and its aesthetics, and develop exhibition planning in accordance with the changing social and cultural environment.

This lecture aims to think about the essence of art through the unfolding aspects of digital art, which was born through the combination of science and technology over the past 20 years.

By studying digital art that seeks to explore the new human image revealed by digital civilization through various trial and error, we will consider the question of the value of what to do with the digital technic and the problem of new aesthetic judgment.

2. Course Objectives

Educational goals

-Examine the concept and historical changes of digital art.

-Critically examine various aspects of today's digital art through specific examples.

-Evaluate the future direction of culture and arts based on digital technology.

-Think about the values that the digital art discourse in the future should have, such as the environment and publicity.

Subject learning outcomes

-Creativity and innovation capabilities (flexibility, openness, spontaneity) can be cultivated.

-Can promote cultural sensitivity and knowledge and understanding of other cultures.

-Through team projects, communication skills (listening and persuasion skills, discussion and coordination skills) can be improved.

3. Class types and activities

- Lectures consist of students' participation, including presentations, questions and answers, and discussions by instructors based on PPT visuals and video materials. All PPT materials are uploaded and provided 2 days before each class.
-Non-face-to-face lectures are in principle, and real-time online lectures materials are provided according to parking and class topics.
- Two on-site expert lectures are scheduled.
- After completing on-line field classe, submit related assignments. Interim exams are replaced by this assignment.
-During the semester, a team project related to K-pop and digital art is carried out. In the case of a team project, the mid-term and final presentations are carried out.
-Team projects are carried out continuously during the semester, and are conducted by reflecting the feedback of other students including the guidance of the instructor.
-Final exams are conducted online by analyzing press releases dealing with issues related to digital art.

4. Teaching Method / Support System in Use / Teaching tools

Lecture / Discussion and Debate /Team project
Ajou Bb
PBL(Problem Based Learning) TBL (Team Based Learning)

5. Knowledge and ability required for taking this course

-Ability to search and edit web materials

-Ability to produce and use PPT materials

6. Method of Evaluation

Evaluation Item	Evaluation Proportion	Remarks
Attendance	15%	Evaluation based on real-time class access and access time
Mid-term	20%	Write a critic after seeing an online digital art exhibition
Final	30%	On-line test, critically analyze newspaper articles related to the digital art field
Presentation	20%	Conduct a group project on the subject of digital art and K-pop, and submit the results through interim and final presentations.

Discussion	15%	Express various opinions that fit the subject of the class and critically accept the opinions of other students

7. Textbook and supplementary material

Main/Sub	Title (Website)	Writer	Publisher	Publication year
Main	Digital Art	Christiane Paul	Thames & Hudson	2015
Sub	Of Remixology: Ethics and Aesthetics after Remix	David J. Gunkel	The MIT Press	2016
Sub	Media Art Histories	Oliver Grau	The MIT Press	2010

8. Class Schedule

Day	Topic	Remarks
1	The concept and history of digital art	
2	Basic theory of digital aesthetics	
3	Digital Artist Research 1	
4	Digital Artist Research 2	
5	On-site expert lectures : Artist So, Soo-bin	
6	Korean Digital Artist Research 3	
7	Interim presentation of team project	K-pop and digital art
8	Digital art and Media	
9	Digital art and VR	
10	On-site expert lectures : Curator Kim, Eun Young	
11	Digital art and AI	
12	Digital art and branding	
13	Digital art in future	
14	Final presentation of team project	K-pop and digital art
15	Final exam	Real-Time on line exam