

INNOVATING IN OPEN DISTANCE TEACHING WITH FACE-TO-FACE RETREATS WITHIN A DOCTORAL PROGRAM IN DIGITAL MEDIA ART

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Topics

- 1. Digital Media Art foundations**
- 2. Doctoral Program in Digital Media Art**
- 3. Open Distance Learning / Teaching via a hybrid Virtual Pedagogic Model**
- 4. Conclusion**

Digital Media Art Foundations

Foundations: Artefacts and Digital Medium

- ✓ From Latin *arte factu*- «made with art»
- ✓ Art and culture are social phenomena, resulting from social interaction, as well from individual and collective imaginary manifestations, that together establish a common **communicational and informational space** embracing **artefacts** said to be cultural and artistic.
- ✓ These **artefacts**, where some are possibly non-tangible, constitute, in fact, the resulting product from the artistic and cultural phenomenon. They are expressions of our imaginary.

Foundations: the Digital Medium

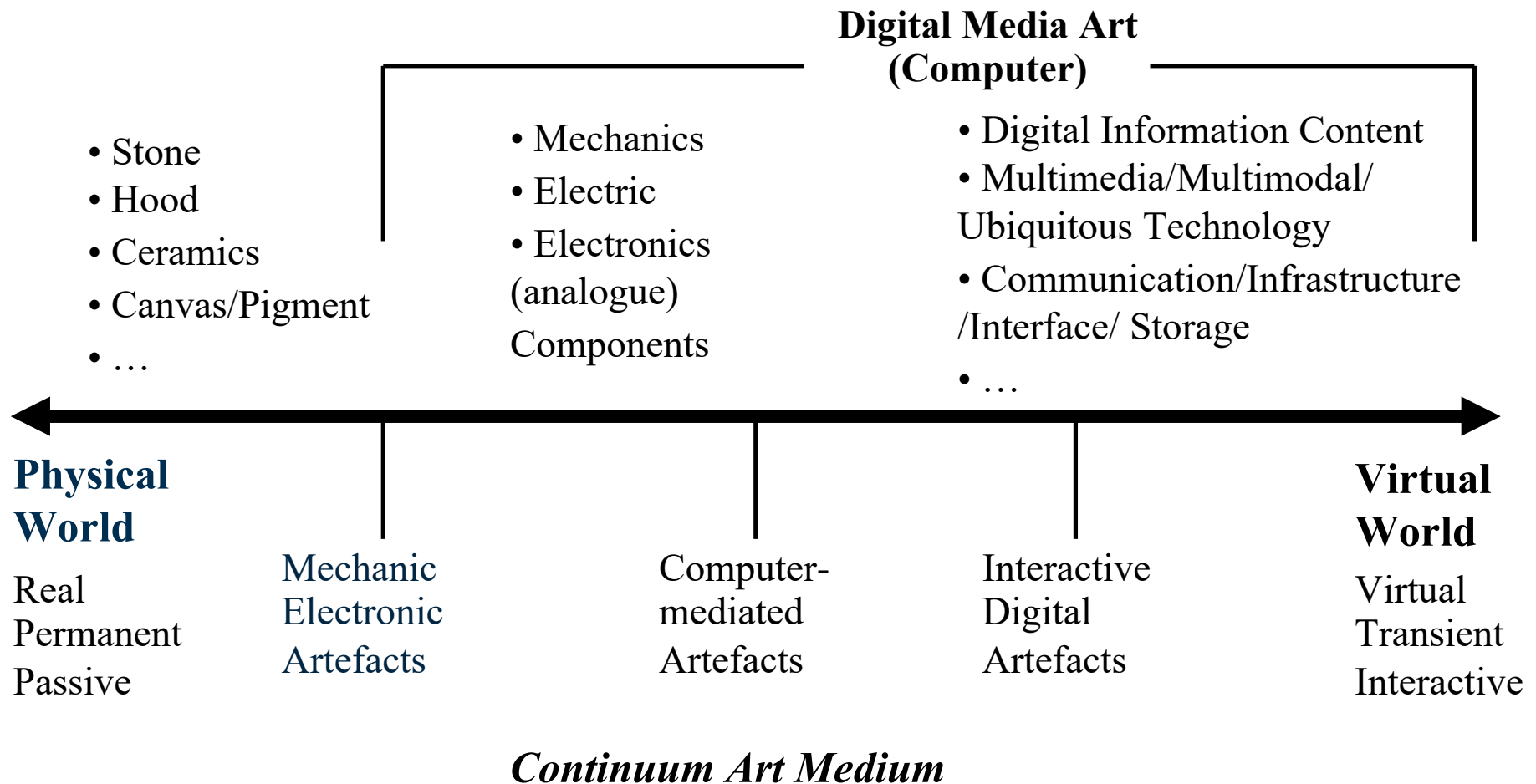
- ✓ **Art objects** or **Artefacts** might be described as **symbolic objects** that aim at stimulating emotions.
- ✓ They **reach us through our senses** (visual, auditory, tactile, or other).
- ✓ They **are displayed by means of (un)physical material** (stone, paper, wood, mechanics, electronics, digital, etc.) and combine some patterns to produce an aesthetic composition.
- ✓ Their creator intends **to convey some message, offer a certain experience**, normally to suggest some state of mind or **to induce an emotion** and the consequent feeling.

Foundations: the Digital Medium

The digital medium is defined here as the **set of digital/computer technologies ranging from digital information formats, infrastructures to processing tools** that together can be taken as a continuum art medium used by artists to create digital **artefacts**.

- ✓ Digital media art applies the digital/computer medium **both as raw material** (e.g. information content) and **as a tool** to enhance creativity.

Foundations: the Digital Medium



Foundations: Research in Digital Media Art

- Research in digital media art is essentially a **practice-based approach** following a creation/reflection cycle, thus, **around the set up process of the Artefact**
- The **deeper the process of reflection-experimentation-construction** (materialization) carried out at the appropriate times, which include pauses and periods of intense activity, **the greater the propensity** to achieve results to reach high **aesthetic quality** in the perspective of the experience provided and of the **reflections realized**, thus of the **research results obtained**.

Doctoral Program in Digital Media Art

Doctoral Program in Digital Media Art: skills target

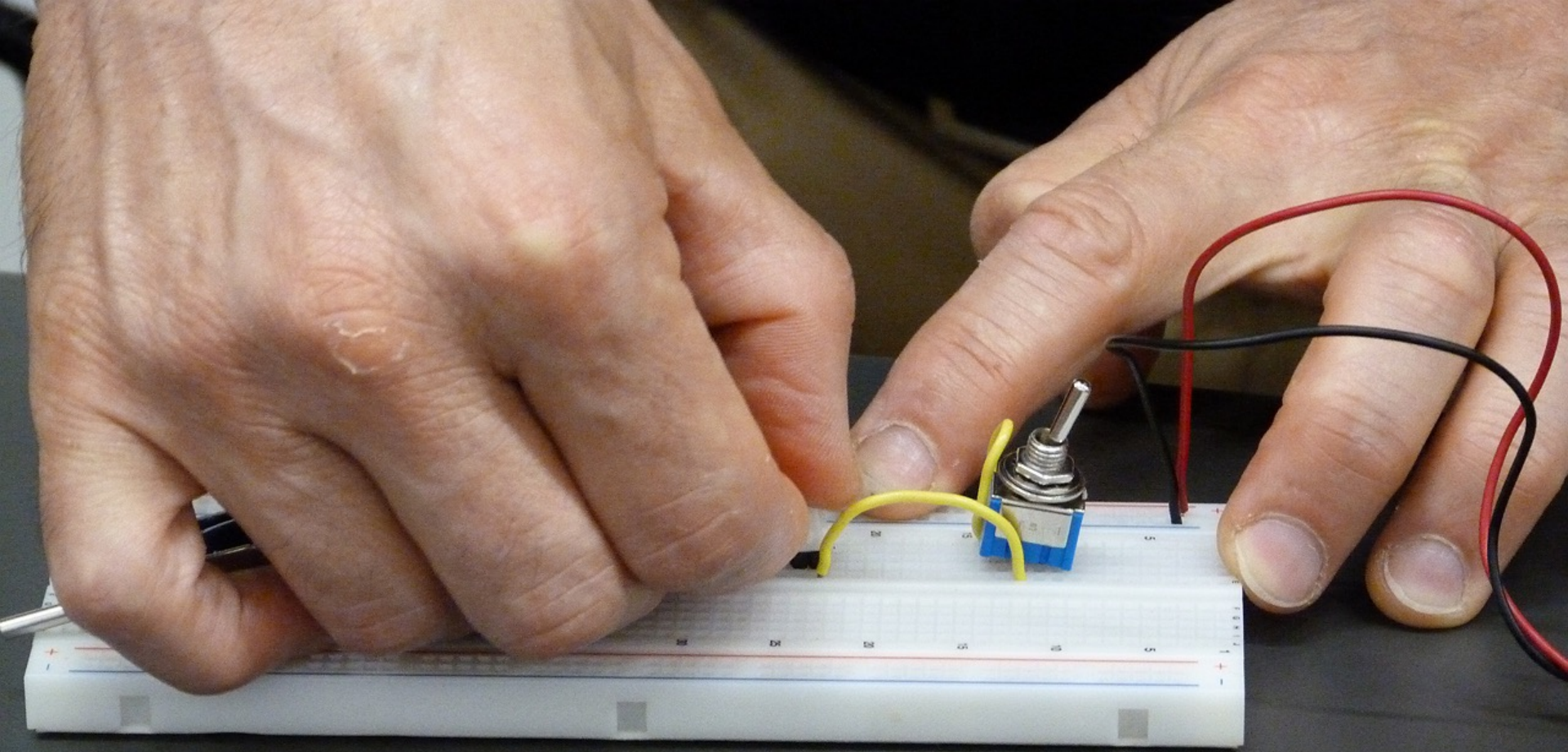
“... should be able to **combine** a **deep understanding of the technologies** like **applied computer graphics**, **digital sound and music**, **computer vision**, **digital storytelling**, **virtual reality**, **sensors and actuators**, among others, with the exploitation of techniques of **communication and information media** and of **artistic and intercultural expression and intervention**; to **conceive/develop new applications, products, narratives and aesthetic experiences**, for **areas of intervention** in the **creative industry**, **art and culture**, **communication**, **education and entertainment**.”

(A. Marcos)

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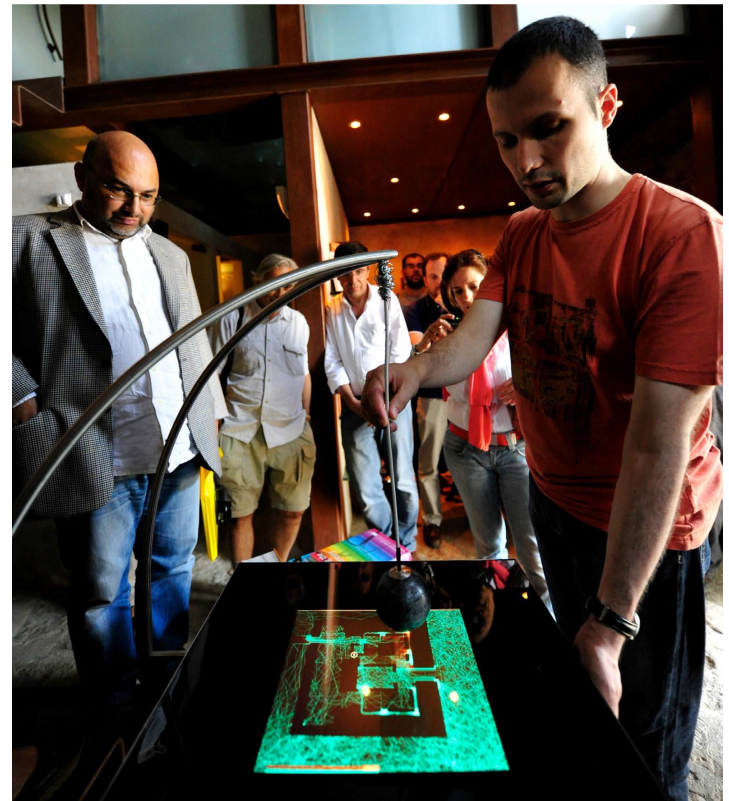
Doctoral Program in Digital Media Art: the approach

- **3 years**: 1st year to attend learning units around the creation and exhibition of a artefact / installation; 2-3 years for thesis
- Taught in **open distance asynchronous teaching/learning** based on e-learning platform
- Doctoral retreats: **1 week** at the end of each academic year
 - **To close-up** the learning processes
- Students from **all over the world**



Doctoral Program in Digital Media Art: the doctoral retreats

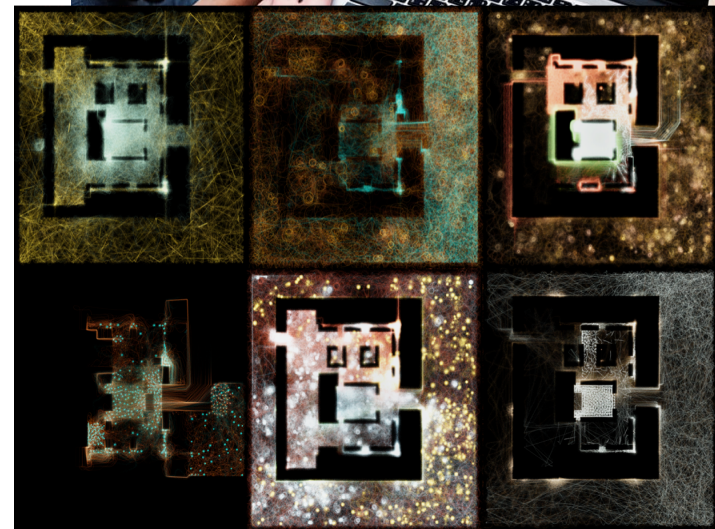
- Held **outside** of the universities premises in locations **culturally enriched** appropriate for the implementation of **curatorial and digital artistic intervention** actions in contact with **local population and institutions**
- **Mandatory** for students and teaching staff
- **Invited seminars, conferences, workshops**
- Students' work **exhibition**



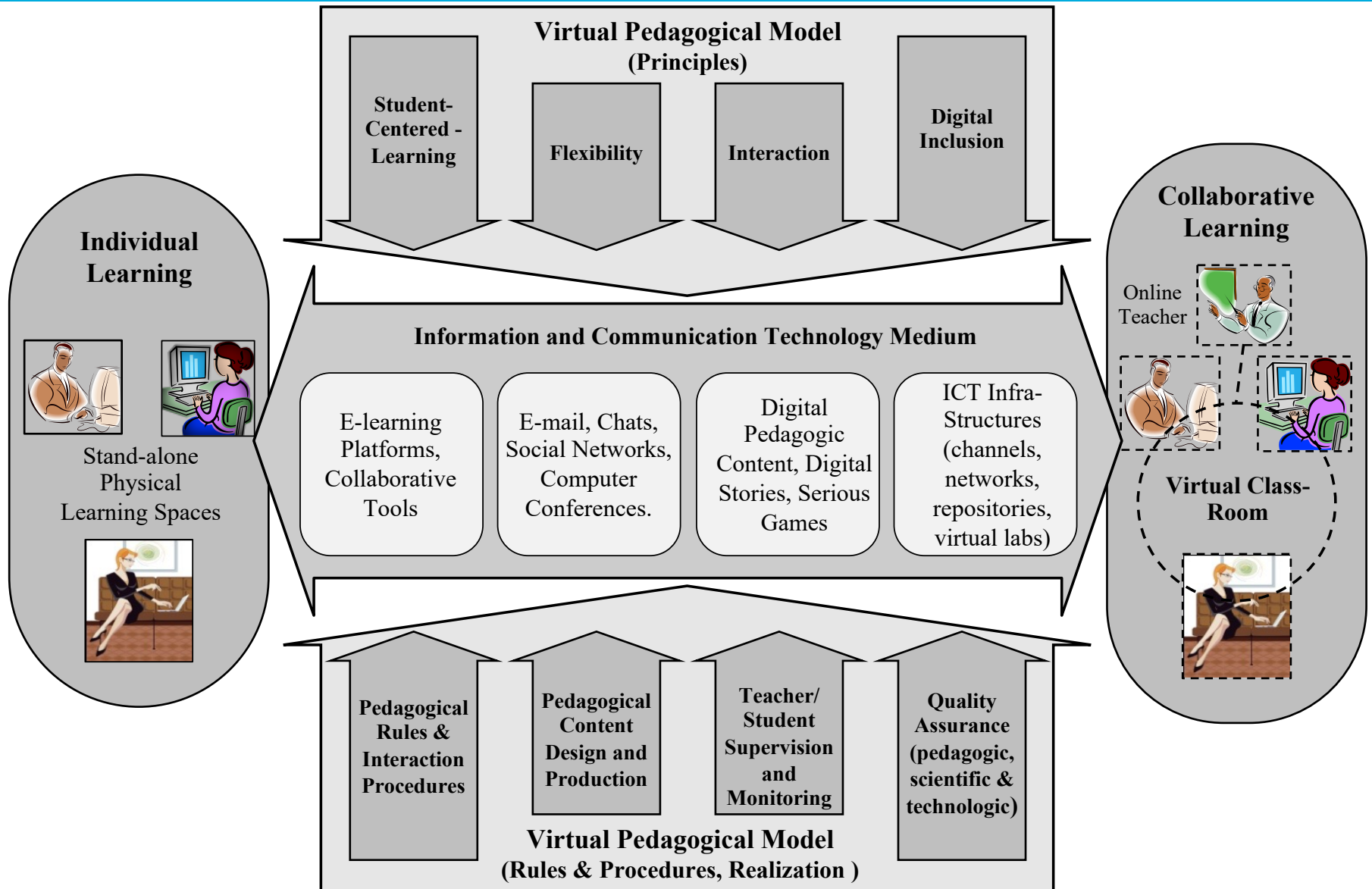
Open Distance Learning / Teaching via a hybrid Virtual Pedagogic Model

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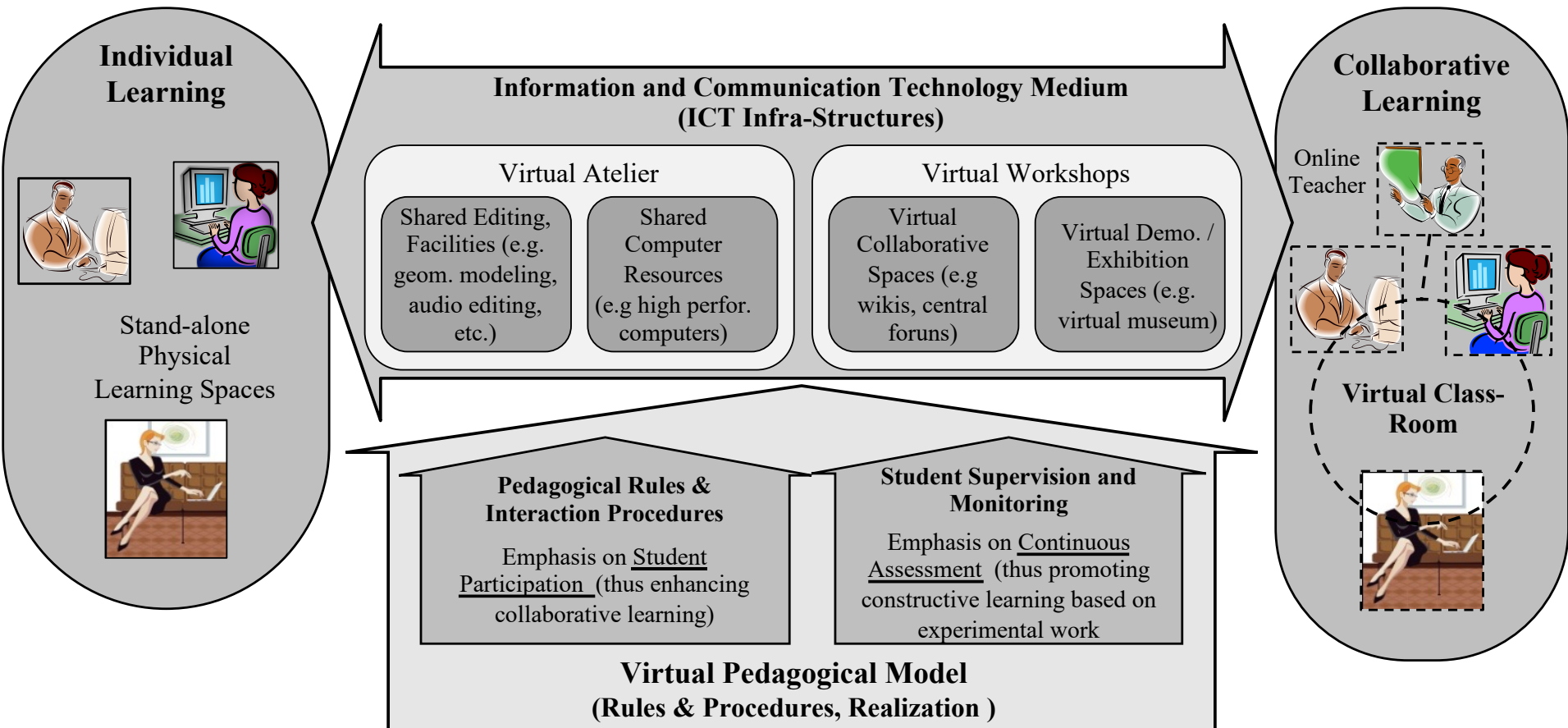
- Based on a **Virtual Pedagogic Model** with 4 vectors:
- **Student-Centred Learning** (proactive, collaborative)
 - **Flexibility** (anywhere, anytime)
 - **Online Interaction** (student-student communication)
 - **Digital Inclusion** (training on e-learning)



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Conclusions:

- Digital media art **is a multidisciplinary area** crossing art, technology and communication (among others)
- It is focused on the **creation process around digital / computer artefacts**
- The Doctoral Program in Digital Media Art is based on online **open distance asynchronous teaching / learning** based on elearning platform
- The teaching / learning process adopts a specific **virtual pedagogic model** embracing online teaching/learning and intensive face-to-face retreats (doctoral retreats)
- The **doctoral retreats** close the teaching/learning process
- Students are involved in the construction of a **curatorial proposal of their own exhibition and artistic intervention**, individual and collective that will take place in the space-time of the doctoral retreat
- This increases greatly the overall **academic success** of the program

Thank you
Obrigado