

# School of Media Arts

Welcome to the School of Media Arts.

The School is comprised of the Photomedia, Time Based Art, and Digital Media areas, with the Bachelor of Digital Media being a stand-alone degree, whilst Photomedia and Time Based Art are Majors within the Bachelor of Fine Arts Program.

This handbook contains information on facilities, policies and other important information to assist you in your first year in the School of Media Arts.

If you have any queries or concerns, please contact Simon Fellows, Administration Assistant for the School on 93850758 or [s.fellows@unsw.edu.au](mailto:s.fellows@unsw.edu.au)

## Bachelor of Digital Media

The Bachelor of Digital Media (BDM) is a three-year degree, designed to meet industry demand for creative practitioners and content developers who possess multiple skills and breadth of knowledge in interactive design, sound, web design, digital imaging, 3D modelling, animation, critical and creative thinking within the domain of digital media.

It is an intensive, media-rich course teaching high level technical and theory skills with a production focus.

A first in an Australian art school, the BDM is striving to lift the accountability of teaching quality through online publishing of course materials, providing students with a continuously updated resource.

In contrast to traditional paper based disciplines which transfer notes and course materials to online platforms, the BDM use of online media defines new boundaries of both media delivery and teaching techniques on the internet.

BDM students form both campus based and online communities, where ideas and discussion develop online as often as they do face to face.

# **Bachelor of Fine Arts**

The Bachelor of Fine Arts at COFA is a three-year full-time degree that provides a solid introduction for people who would like to become practicing artists in the visual arts or related fields.

Students in the BFA choose from the following disciplines; Drawing, Painting, Printmaking, Photomedia, Sculpture/Performance/Installation, Time Based Art, Ceramics, Jewellery and Textiles. Photomedia and Time Based Art majors are offered by the School of Media Arts.

## **Photomedia**

Photomedia in the School of Media Arts is concerned with the issues of analogue and digital image production within the context of national and international contemporary visual arts practice and debate. Central to the development and production of art work, photomedia provides students with an expanding view of the different approaches to the expression and realisation of their concepts. The three year course in Photomedia allows a student the opportunity for the acquisition of skills and the enhancement of knowledge across both analogue and digital photo based areas.

## **Time Based Art**

Time Based Art at COFA ranges across the spectrum of contemporary audiovisual technologies and artistic practices. Students are encouraged to develop their own individual mix of art, technology and media.

Videography, video and digital editing and the aesthetics of traditional and contemporary audiovisual artforms are the common foundation for all students in the time based arts major.

The type of work we teach, study and produce varies in approach: it is often experimental, quirky, conceptual, critical, reflective, avant-garde or performative. Some students choose to concentrate on narrative and documentary and some students work in performance with minimal technology.

Students most often produce individual works and their studies develop self-reliance and an ability to realise their creative vision. Creative collaborations are also encouraged. Time Based Art works span the areas of installation, film, sound, animation, video, performance, multimedia, interactivity and web sites.