

Assessment 2: Critical Analysis

Marking

Marked out of 100 – 35%

Description

You will visit an exhibition that is part of the 21st Biennale of Sydney in week 5. The focus of this visit is to examine the application of media, materials, and technologies in current media arts and design practices.

Choose one work that you feel strongly about and provide a critical analysis of the work: its intention, process, and outcome. Research the central ideas the maker/ designer/ artist is exploring, how he/ she experiment with existing and new technologies, and his/her evaluation of the work exhibited. You can begin by describing the physicality of the work in detail, the materials and technologies used, and the nature of processes. You may speculate on the reasons the artist/ designer/ maker may have made certain decisions in the works' making. How well does the maker/ designer/ artist achieve his/ her ideas or intention through the work's material manifestation?

The intention of this analysis is to 'reverse-engineer' a work in order to understand how ideas are transformed into physical, material works through exploration, experimentation, production, and presentation.

Due Date

Week 9, Monday 30 April 2018, 23.59EST

Format

Essay 2000 words (Harvard reference style - <https://uow.libguides.com/refcite/uowharvard>)

Assessment Criteria

- Depth, breadth, quality and application of research materials incorporated
- Depth and quality of critical analyses of the work, its processes, and presentation
- Cogency of argument: how well is analysis of the work, its processes, and presentation?
- Clarity and succinctness of writing

Submission Method

Electronic submission via Moodle

Subject Learning Outcome Addressed

This assessment task addresses Subject Learning Outcome:

- Develop research literacies in both scholarly and practical aspects of Media Arts practice.
- Demonstrate an understanding of the broader context of Media Arts practice and a capacity to develop creative projects in this field.