

New Media

by Sophia



WHAT'S COVERED

Art can be created from many things. New media is a growing form of artistic expression that utilizes technologies that we now have available to us. In this lesson, you will learn:

1. What Is New Media?

New media is a burgeoning art form that has only existed for the past decade or so, and coincides with the proliferation of digital technology. It doesn't necessarily have anything to do with robots, but it could. It does emphasize the use of technology and, in particular, digital technology.



BIG IDEA

New media is a newer form of artistic expression that emphasizes the use of technology, particularly digital technology.

IN CONTEXT

The new media umbrella itself covers three main areas:

- The art system
- Scientific and industrial research
- Political and cultural media activism

New media is likely to become one of the dominant, or quite possibly, *the* dominant, forms of artistic expression. This is due to its accessibility. Computers, in some form, and software programs are quite ubiquitous and affordable. The ability to edit nondestructive creation allows for trial and error, which isn't practical with traditional media. The Internet allows for instantaneous worldwide connections and the ability to adapt the media to fit any need or purpose.



DID YOU KNOW

The Critical Art Ensemble, The Yes Men, and Hacktivism are three groups that have to do with political and cultural media activism. The Yes Men are known for creating comedic and satirical digital shorts, or short video clips, that highlight a particular issue of interest. By doing this, they bring awareness to the issue while simultaneously criticizing the people or the institution that's being portrayed. Now, the use of digital media and the Internet allows them to penetrate areas they wouldn't likely be able to reach through

conventional media.



TERMS TO KNOW

New Media

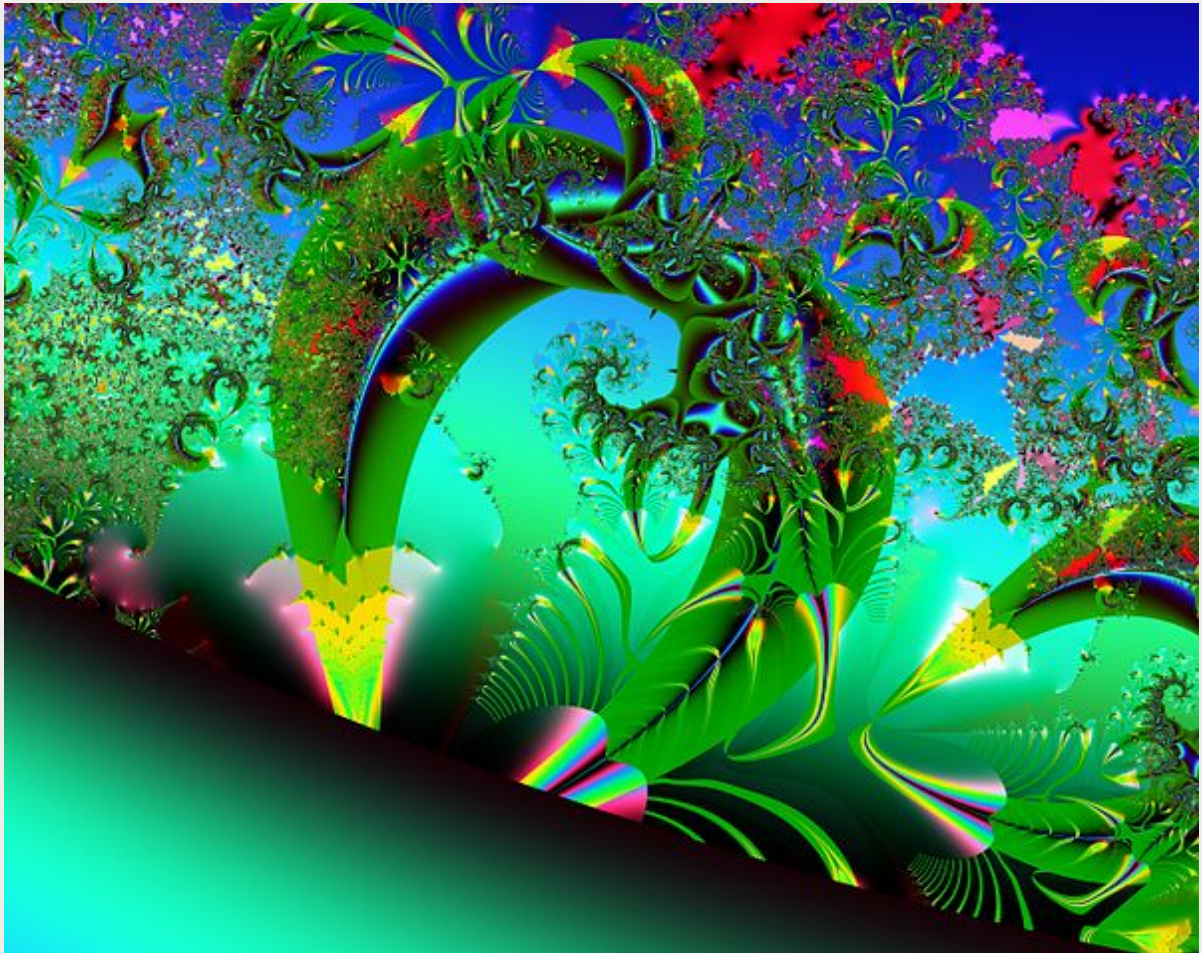
Art that involves the use of technology, particularly digital technologies

2. Types of New Media

Computer art is any art that is created or displayed through a computer, biotechnology, and video games. Video games have become their own art form, in their own right. **Video art** is not the same thing as television or movies. It refers to dynamic, or moving, art that does not have a discernible plot or dialogue.

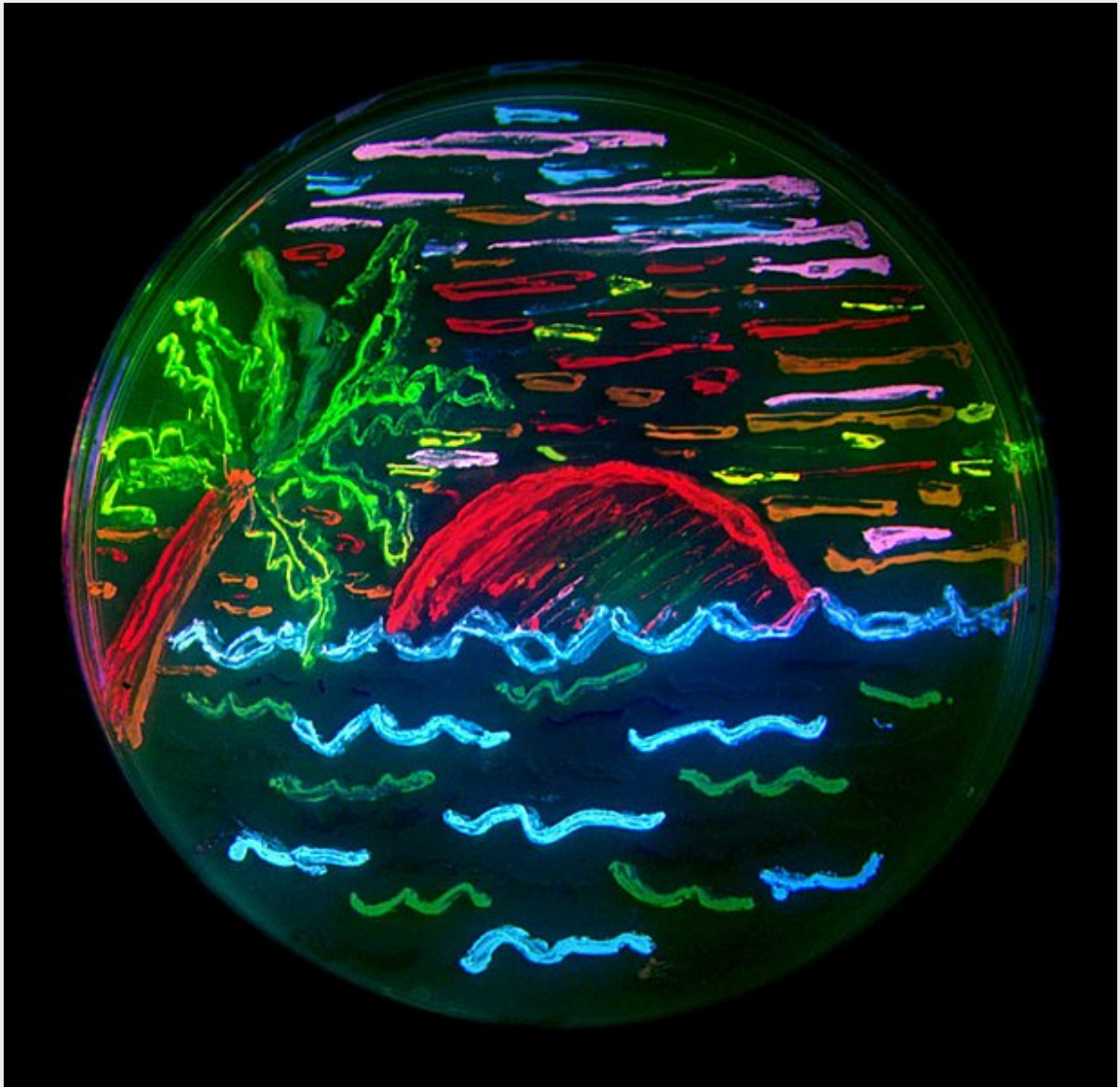
IN CONTEXT

Take a look at the following examples of new media. First, observe this image of computer art. It's actually called a fractal image.



Computer art

Next is a painting with bacteria that lights up. This example of biotechnology looks simple, but it's actually made from bioluminescent bacteria, or bacteria that can emit light.



Bioluminescent bacteria painting



TERMS TO KNOW

Computer Art

Any type of art in which computers play a role in creation or display

Video Art

A type of art that uses moving images; video art could involve the use of a wide variety of technologies, from Super-8 to VHS to digital video, and is often shown in museums and galleries in the form of a video installation.



SUMMARY

What is new media? In this lesson you learned that new media is a growing form of artistic expression that involves the use of technology. It has only been around for about a decade, but it is fast

becoming a dominant form of art. Computer art that includes video games and biotechnology, as well as video art which uses moving images, are **types of new media**.

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