

## ***Descriptions of the modules of the academic study programme "Audiovisual and Immersive Technology Art"***

*1 CP (ECTS) = 25 academic hours (8 contact hours + 17 individual work)*

*The Master's study programme "Audiovisual and Immersive Technology Art" 8 (eight) modules, of which:*

***Part A - 6 (six) Compulsory modules in the amount of 60 CP (ECTS)***

***B - 4 (four) Limited elective modules, each in the amount of 27 CP (ECTS)***

***C – Free elective in the amount of 3 CP (ECTS)***

***Final examination in the amount of 30 CP (ECTS)***

### ***A***

Conceptual thinking and practice-based research

Audio culture

Visual culture and immersive media aesthetics

Creative industries

Interactive art and multimedia performances

Media theory and research methods

Final test: Master's thesis

### ***B***

Digital storytelling and interactive narratives in audiovisual media art I, II

Immersive Technologies in Audiovisual Media Arts I, II

### ***C***

Free elective course

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Modules</b>                     | <b>CONCEPTUAL THINKING AND PRACTICE-BASED RESEARCH (A1)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Aim of the module</b>           | To develop creative and conceptual thinking, promoting students' ability to critically analyze contemporary processes in art, media and society. The module provides for mastering the methodology of research based on creative practices and the development of a professional development strategy, which allows students to study in depth the chosen topic of the master's thesis. The integration of theoretical and empirical approaches is emphasized in order to develop skills to formulate complex problems and contribute to the creation of new knowledge in the context of immersive media. |
| <b>Keywords</b>                    | Conceptual thinking, critical and creative approach, conceptual contemporary art, Immersive Media paradigm (A. Turing, L. Manovich), research based on creative practices, art research methods, professional growth, focus groups.                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Volume in Credit Points</b>     | 8 CP (ECTS)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Faculty</b>                     | <b>Ieva Gintere, Dr.art., assoc. professor. - 2 CP (ECTS)</b><br><b>Ellen Pearlman, PhD.,</b> assist. professor - 3 CP (ECTS)<br><b>Aigars Ceplitis, Ph.D.,</b> assist. professor - 3 CP (ECTS)                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Structure of the assessment</b> | <b>The final rating is calculated (100% in total):</b><br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Intermediate examination (intermediate examination) – 30 %<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                                                           |

| <b>Requirements for the start of the module</b>                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>Developed and presented an application for the MA study topic (entrance exam) in the chosen field.</li> <li>Basic skills in working with digital technologies (searching and selecting information, using a browser, using Office software, working with email) are able to work individually or with minimal supervision of a tutor</li> </ul> |

| <b>MODULE CONTENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Hours</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Conceptual thinking and creative practice-based research methodology:</b> <ul style="list-style-type: none"> <li>Conceptual thinking – critical and creative thinking. Concept mapping.</li> <li>Theoretical context: from conceptual art to Immersive Media – M. Dishan and A.Turings (after L. Manovich)</li> <li>Conceptual and Immersive Media Artwork Analysis – Possible Criteria and Art Research Methods</li> <li>Research based on creative practices, its structuring – as a conceptualization, process and methods of a "research trip": trip planning, mapping the territory, determining your location, crossing the territory, interpreting the map, travel</li> </ul> | 21           |

|                                                                                                                                                                                                                                                                                                                                  |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| report. <ul style="list-style-type: none"> <li>Scientific communication and academic writing.</li> </ul>                                                                                                                                                                                                                         |    |
| <b>2. Professional Development Group.</b> <ul style="list-style-type: none"> <li>Understanding and analyzing professional and personal roles.</li> <li>Professional competencies: weaknesses and strengths, their analysis.</li> <li>Creation of a professional development strategy.</li> </ul>                                 | 21 |
| <b>3. Contemporary conceptual art.</b> <ul style="list-style-type: none"> <li>History of contemporary art.</li> <li>History of digital and audiovisual art.</li> <li>Mastering the methods used in audiovisual arts research and practice.</li> <li>Conceptualizing contemporary art ideas and analyzing case studies</li> </ul> | 22 |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b>                                                                                                     | <b>Number of Hours</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Exam. Public presentation of the master's thesis topic – preparation of oral and visual presentation                                                                                              | 37                     |
| Test. Creation of a correctly drawn up list of literature and sources – finding appropriate sources and presenting them in accordance with the requirements of the module and the type of sources | 37                     |
| Preparation for the public speaking training seminar – structuring the topic, the use of rhetorical means                                                                                         | 37                     |
| Work in pairs. Writing a seasoned essay and reviewing the work of a fellow student.                                                                                                               | 25                     |

| <b>EVALUATION AND RESULTS OF THE MODULE</b>                                                                                                            |                                                                                                                                  |                                                                                                                                                                                                                                                        |                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)</b>      |                                                                                                                                  |                                                                                                                                                                                                                                                        |                                                                                          |
| <b>Study results:</b>                                                                                                                                  | <b>Evaluation criteria</b>                                                                                                       |                                                                                                                                                                                                                                                        |                                                                                          |
|                                                                                                                                                        | <b>(40-69%)</b>                                                                                                                  | <b>(70-89%)</b>                                                                                                                                                                                                                                        | <b>(90-100%)</b>                                                                         |
| 1. Knows the academic way of expression and writing style. The student has an understanding of the main concepts, methodology and methods of research. | Knows the specifics of the academic style, unlike other linguistic registers, adheres to the principles of academic correctness. | Able not only to use an academic style of expression, but freely orients himself in the types of texts, is able to vary the messageKnows the specifics of the academic style, unlike other linguistic registers, adheres to the principles of academic | Confidently uses the academic form of expression, knows the instrumentality of rhetoric. |

|                                                                                                                                                                                                                                                           |                                                                                                                                                                  |                                                                                                                                                                                            |                                                                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                           |                                                                                                                                                                  | correctness.mu<br>depending on the<br>audience.                                                                                                                                            |                                                                                                                                                                                                                      |
| 2. Able to work with a large amount of information, extract the necessary information relevant to the focus of work, know the practical aspects of the use of information and ethical principles.                                                         | Able to select the necessary information, process it as needed and store it safely.                                                                              | Able to use various modern tools for selecting and processing information.                                                                                                                 | Manages various strategies for searching and processing information, orients himself in the latest technological solutions.                                                                                          |
| 3. Able to put theoretical information in context, critically evaluate and justify his or her assessment in a reasoned manner. The student has an understanding of various research techniques and practices in Immersive Media art through case studies. | Aware of the continuity of the formation of the theoretical basis of a particular discipline, is able to find justification for the formulation of his thoughts. | Knows the theoretical basis of his discipline, the main authors and ideas, is able to substantiate his opinion in a reasoned way.                                                          | Within the framework of his discipline, he sees connections, is able to confront the views of different authors, critically evaluate them and formulate his position, finding the most innovative approach possible. |
| 4. Effectively uses the works of other authors, knows the ways of presenting sources and including citations. The student has an understanding of research processes that are conceptualized as quests (exploratory trips).                               | Is aware of the forms of intentional and unintentional plagiarism, observes scientific correctness in relation to the text of other authors.                     | Knows the possibilities of searching for theoretical material, is able to critically evaluate the types of sources, orients himself in the forms of writing down various types of sources. | Using what other authors have said, to form independent reasoning, manages the types of citation of sources.                                                                                                         |
| 5. Is able to present his work orally, convincingly addressing the audience and preparing a visual presentation that complements the message. The student has conducted an independent practice-based study of significance in Latvia and the world.      | Able to structure information according to the form of oral and visual presentation.                                                                             | Is able to perform freely in front of the audience, complementing his message with an appropriate visual presentation.                                                                     | Able to find the most appropriate way of expression for the message, illustrate it with visualization of ideas and concepts, confidently form a dialogue with the audience.                                          |
| 6. Knows how to prepare academic texts that meet various requirements. The                                                                                                                                                                                | Confirms knowledge of the existence of different types of academic texts, is                                                                                     | Able to prepare various academic texts, adapting them                                                                                                                                      | The specifics of an academic text are defined not only in certain                                                                                                                                                    |

|                                                                          |                                         |                                          |                                                |
|--------------------------------------------------------------------------|-----------------------------------------|------------------------------------------|------------------------------------------------|
| student is familiar with the scientific writing style and communication. | aware of their significant differences. | to the requirements of the type of text. | categories, but also in a situational context. |
|--------------------------------------------------------------------------|-----------------------------------------|------------------------------------------|------------------------------------------------|

| Confirmation of the obtained study results | Study results                                                                       | 1. | 2. | 3. | 4. | 5. | 6. |
|--------------------------------------------|-------------------------------------------------------------------------------------|----|----|----|----|----|----|
|                                            | Assessment methods                                                                  |    |    |    |    |    |    |
|                                            | Exam. Public presentation of the topic of the master's thesis                       | x  | x  | x  |    | x  | x  |
|                                            | Test. A correctly presented list of literature and sources                          |    | x  |    | x  |    | x  |
|                                            | Work in pairs. Writing a reasoned essay and reviewing the work of a fellow student. | x  | x  | x  | x  |    |    |

## LITERATURE

### Compulsory literature:

- Kellan, L.J. *Installation Art: Creating Immersive Experiences*. Independently published, 2025.
- Kelly, L. and Dworkin, C. (eds.). *Postscript: Writing After Conceptual Art*. Denver: Museum of Contemporary Art Denver, 2024.
- Michelkevičius, V. *Mapping Artistic Research. Towards Diagrammatic Knowing*. Vilnius: Vilnius Academy of Arts Press, 2018.
- Sang, Y. *Interactive Innovation Research on Film Animation Based on Maya-Unity Animation Simulation of Visual Sensor*, 2021.
- Nelson, R. *Practice as Research in the Arts (and Beyond)*. London: Springer Nature, 2022.

### Additional literature:

- Gulyaeva, V. (2018). *From Interaction to Post-Participation: The Disappearing Role of Active Participant*. Estonia: EKA Estonian Academy of Arts.
- Ascott, R. (2007). *Telematic Embrace: Visionary Theories of Art, Technology, and Consciousness*. Berkeley: University of California Press. p.
- Balkema, A. & Slager, H. (2004). *Artistic Research*. Amsterdam: Rodopi.
- Carter, L. (2004). *Material Thinking: Theory and Practice of Creative Research*. Carlton: Melbourne University Press.
- Fuller, M. (2007). *Media Ecologies: Materialist Energies in Art and Technoculture*. Cambridge, MA & London: MIT Press.
- Gray, C. & Malins, J. (2004). *Visualizing Research: A Guide to the Research Process in Art and Design*. Farnham: Ashgate Publishing.
- Hannula, M., Suoranta, J. & Vadén, T. (2005). *Artistic Research: Theories, Methods and Practices*. Gothenburg: Gothenburg University Press.
- Kac, E. (2009). *Signs of Life: Bio Art and Beyond*. Cambridge, MA: MIT Press.
- Macleod, K. & Holdridge, L. (2010). *Thinking Through Art: Reflections on Art as Research*. New York: Routledge.
- Wardrip-Fruin, N. & Montfort, N. (2003). *The New Media Reader*. Cambridge, MA & London: MIT Press.
- Popper, F. (2007). *From Technological to Virtual Art*. Cambridge, MA: MIT Press.
- Sullivan, G. (2005). *Art Practice as Research: Inquiry in the Visual Arts*. London: SAGE Publications.

- Zielinski, S. (2006). *Deep Time of the Media*. Cambridge, MA: MIT Press.
- Barrett, E. & Bolt, B. (2007). *Practice as Research: Approaches to Creative Arts Enquiry*. London: I.B. Tauris.
- Grau, O. (2007). *Media Art Histories*. Cambridge, MA: MIT Press.
- Paul, C. (2003). *Digital Art*. London: Thames & Hudson.

| Modules                     | AUDIO CULTURE (A2)                                                                                                                                                                                                                                           |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study programme             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                     |
| Aim of the module           | Acquire the theoretical knowledge and practical skills necessary for the analog and digital performance, organization, processing, sound design, and sound recording                                                                                         |
| Keywords                    | Sound design, acoustic theories, audio recording, audio recording processing.                                                                                                                                                                                |
| Volume in Credit Points     | 7 CP (ECTS)                                                                                                                                                                                                                                                  |
| Faculty                     | Ieva Gintere, Dr.art., assoc.professor - 3 CP (ECTS)<br>Jekabs Nīmanis, Mg.art. - 4 CP (ECTS)<br>Pierre Jolivet, Ph.D. (Masterclass)                                                                                                                         |
| Implementation language     | English/Latvian                                                                                                                                                                                                                                              |
| Structure of the assessment | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Intermediate examination (intermediate examination) – 30 %<br>Exam (presentation of the final semester thesis) – 40 % |

| Requirements for the start of module commencement                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>Basic skills in working with digital technologies (search and selection of information, use of browser, use of Office software, work with email) are able to work individually or with minimal supervision of a tutor</li> </ul> |

| MODULE CONTENT                                                                                                                                                                                                                                                                                                                                                             | Hours |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>1. Sound design and sound material for organization.</b> <ul style="list-style-type: none"> <li>Basics of acoustics</li> <li>Recordings of sound fragments (field recordings).</li> <li>Processing of sound fragments (<i>Logic Pro X, Adobe Audition</i>).</li> <li>Work with analog and digital sound recording technologies required in the sound studio.</li> </ul> | 28    |
| <b>2. History, theories and practices of audio culture.</b> <ul style="list-style-type: none"> <li>Theoretical knowledge of the various stages of development of experimental sound art in the 20th and 21st centuries.</li> </ul>                                                                                                                                         | 28    |

| Organization and tasks of independent work (description, topics, requirements, format) | Number of Hours |
|----------------------------------------------------------------------------------------|-----------------|
| Exam. Presentation of a work of sound art, composition or installation.                | 42              |

|                                                                                                                                                                         |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Test. Practical making, processing of sound recordings. The student orients himself in computer programs (audio processing and composition), sound studio technologies. | 42 |
| The student presents an article in the history of art.                                                                                                                  | 35 |

| EVALUATION AND RESULTS OF THE MODULE                                                                                                                                                                                                             |                                                                                                   |                                                                                                                                            |                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)                                                                                                       |                                                                                                   |                                                                                                                                            |                                                                                                                                                                           |
| Study results:                                                                                                                                                                                                                                   | Evaluation criteria                                                                               |                                                                                                                                            |                                                                                                                                                                           |
|                                                                                                                                                                                                                                                  | (40-69%)                                                                                          | (70-89%)                                                                                                                                   | (90-100%)                                                                                                                                                                 |
| 1. The student demonstrates the theoretical and practical knowledge necessary for structuring sound material using various methods of organization and technological tools in audiovisual and media arts.                                        | Able to make basic sound recordings and create simple compositions.                               | Confidently orients himself in sound theories, is able to independently make field recordings and create multi-layered sound compositions. | Demonstrates high technical and artistic competence, is able to conceptualize and analyze his sound work in a historical, cultural and theoretical context.               |
| 2. The student has mastered fundamental notions of sound perception and music anthropology, understands the cultural, psychological and cognitive aspects of the sound experience, linking them with the theoretical basis of creative practice. | There is a basic understanding of the elements of sound perception and psychology.                | Able to integrate various aspects of psychology into the development of his creative works.                                                | Is able to freely analyze and justify psychological aspects in sound works, including them in the idiosyncratic structure of the final work.                              |
| 3. A student is able to independently develop a conceptually justified sound work, including to formulate an artistic idea, choose suitable technical solutions and implement implementation in professional quality.                            | Can create an idea that can be transformed into a sound work, with partial technical realization. | Able to create an original idea and ensure its consistent technical execution using appropriate sound resources.                           | Demonstrates a high level of creative thinking and conceptual approach – develops an expressive work of sound art with a clear idiosyncratic and technical justification. |

|  | Study results | 1. | 2. | 3. |
|--|---------------|----|----|----|
|--|---------------|----|----|----|

| Confirmation of the obtained study results | Assessment methods                                                              |   |   |   |
|--------------------------------------------|---------------------------------------------------------------------------------|---|---|---|
|                                            | Exam. Presentation of a work of sound art, composition or installation.         | x | x | x |
|                                            | Test. Practical making, processing of sound recordings.                         |   | x | x |
|                                            | The student presents research in the history of acoustics and electronic music. | x |   |   |

## LITERATURE

### Compulsory literature

- Kerrison, M. *The Art of Immersive Storytelling: Strategies from the Gaming World*. Studio City: Michael Wiese Productions, 2024
- Schulte-Fortkamp, B., et al. *Soundscapes: Humans and Their Acoustic Environment*. Chicago: Springer Nature, 2023.
- Collins, K. *Studying Sound: A Theory and Practice of Sound Design*. Cambridge: MIT Press, 2020.
- Paul, C. *Digital Art*. Thames & Hudson, 2023.
- Born, G. *Music and Digital Media: A planetary anthropology*. London: UCL Press, 2022.
- Rambarran, S. *Virtual Music*. New York: Bloomsbury Publishing USA, 2021.

### Additional literature:

- Hopkin, B., Landman, Y. *Nice Noise. Reyes Station: Experimental Musical Instruments*, 2012. pp. 72.
- Cox, C., Warner, D. *Audio Culture: Readings in Modern Music*. New York: Continuum, 2004. pp. 454
- Holmes, T. *Electronic and Experimental Music: A History of a New Sound*. New York: Routledge, 2008. pp. 462.
- Landy, L. *Understanding the Art of Sound Organization*. Cambridge: MIT Press, 2007. pp. 303.
- Nierhaus, G. *Algorithmic Composition: Paradigms of Automated Music Generation*. Springer. pp. 2009.
- Everest, F. , Pohlmann, K. *Master Handbook of Acoustics*. McGraw-Hill/TAB Electronics, 2009. pp.510.
- Kahn, D. *Noise Water Meat: A History of Sound in the Arts*. Cambridge: MIT Press, 2001. pp. 455.
- Roads, C. *The Computer Music Tutorial*. Cambridge: MIT Press, 1996. pp.1234.

| Modules                            | VISUAL CULTURE AND IMMERSIVE MEDIA AESTHETICS (A3)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Aim of the module</b>           | To master the basics of the history, theory and semiotics of visual culture, developing the ability to analyze and interpret examples of art and media in different cultural contexts. To gain an understanding of the principles and aesthetics of film, production, fundamentals of cinematography, immersive AI filmmaking, as well as the role of these media in contemporary art practices. To practically master the work with the camera, light and assembly, including digital and analog tools. Develop skills in creating and presenting film and immersive media artworks. Participate in international creative workshops and projects of immersive technologies (e.g. UPDATE). |
| <b>Keywords</b>                    | Cinematography, film and AI montage, immersive aesthetics, experimental cinema, visual culture theory, international creative projects ( <i>UPDATE</i> ).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Volume in Credit Points</b>     | <b>15 CP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Faculty</b>                     | <b>Aigars Ceplītis, Ph.D., assist. professor - 4 CP (ECTS)</b><br>Sam Moon, Mg.art., lecturer - 2 CP (ECTS)<br>Uldis Jancis, Mg.art., lecturer – 3 CP (ECTS)<br>Christopher Hale, Ph.D., assistant professor - 2 CP (ECTS)<br>Anna Vidulēja/ Pēteris Krilovs, Mg.art. - 2 CP (ECTS)                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Structure of the assessment</b> | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Interim examination (intermediate examination) – 30%<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Requirements for the start of module commencement                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>Basic skills in working with digital technologies (searching and selecting information, using a refresher, using Office software, working with e-mail) are able to work individually or with minimal supervision by a tutor</li> </ul> |

| MODULE CONTENT                                                                                                                                                                                                                                                                                                                                                                                                                            | Hours |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>1. History and theory of visual culture - from the 20th century. film histories to immersive media and AI.</b> <ul style="list-style-type: none"> <li>The history of cinema and the formation and analysis of audiovisual media narratives.</li> <li>The aesthetics of cinema and photography in the context of contemporary art.</li> <li>Semiotics. Image media in audiovisual arts. The social importance of image media</li> </ul> | 20    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>2. Visual cultural practices: production of audiovisual works.</b> <ul style="list-style-type: none"> <li>• Practical lesson in a laboratory environment, learning the basic principles of the art of an audiovisual operator and their application. Emphasis on creating a visual narrative using the means of expression of the operator.</li> <li>• Mastering the basics of video editing, emphasizing narrative structure and rhythm building. Practical introduction to editing software Final Cut Pro, daVinci, Adobe Systems, Google Flow, and its professional application in the creative process, predominantly in mainstream, interactive, digital and AI filmmaking.</li> <li>• Public presentation of the audiovisual work, emphasizing the reflection of artistic choices and the creative process.</li> </ul>                 | 50 |
| <b>3. Principles and aesthetics of immersive media</b> <ul style="list-style-type: none"> <li>• Theoretical foundations of immersive media and AI: aesthetics of spatiality, affectivity and user experience. Reference to S. Riggs (<i>The End of Storytelling</i>). An analysis of how VR and AI filmmaking are changing art forms and perceptual structures.</li> <li>• Participation in an international immersive media project. Collaboration in the creative process by creating interactive, spatially oriented art installations in an international context (e.g. Art Week UPDATE or equivalent festival).</li> <li>• Development and public presentation of individual and group immersive media artworks. Emphasis on conceptual justification, choice of technological solutions and design of the audience experience.</li> </ul> | 50 |

| Organization and tasks of independent work (description, topics, requirements, format)                                                           | Number of Hours |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Exam. Presentation of a public audiovisual work of the final work – preparation of an oral and visual presentation                               | 62              |
| Test. – Preparation of oral and visual presentations. Correctly and aesthetically presented the idea of the work and its conceptual description. | 63              |
| Independent acquisition of technical skills, work with literature and in the laboratory. Production of audiovisual works.                        | 130             |

| EVALUATION AND RESULTS OF THE MODULE                                                                                                       |                                                                             |                                                                                                   |                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences) |                                                                             |                                                                                                   |                                                                                                   |
| Study results:                                                                                                                             | Evaluation criteria                                                         |                                                                                                   |                                                                                                   |
|                                                                                                                                            | (40-69%)                                                                    | (70-89%)                                                                                          | (90-100%)                                                                                         |
| 1. Understanding the 21st century art, film and media theories; Aesthetics in the context of contemporary art and immersive media.         | The student is familiar with the main sources and is able to identify them. | Able to use and interpret historical and theoretical sources in the analysis of contemporary art. | Able to arguably analyze and integrate concepts of art history and theory into his creative work. |

|                                                                                                                                                                                       |                                                                          |                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                       |                                                                          |                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                    |
| 2. Critical thinking processes and theoretical reflection in the multi-layered discourse of visual and immersive culture, analyzing aesthetic, semiotic and sociocultural dimensions. | Able to write a simple theoretical essay using a few sources.            | Able to independently write and present a research-based essay in the context of visual culture.                                                                                       | Demonstrates an in-depth critical understanding of art, analyzes both one's own and other creative practices, linking with theoretical and cultural contexts.                                                                                                                                                                      |
| 3. Skills in working with analog and digital technologies (VR, AI)                                                                                                                    | The student is able to independently operate with audiovisual equipment. | The student demonstrates highly developed technological competence, orients himself in a variety of digital platforms and specialized tools, creating original immersive works of art. | The student demonstrates highly developed technological competence, orients himself on diverse digital platforms and specialized tools, creating original immersive works of art that integrate cinematographic montage, AI solutions, audiovisual forms, interactive systems and other interdisciplinary technological approaches |

| Confirmation of the obtained study results | Study results                                                                                                                                                                    | 1. | 2. | 3. |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|
|                                            | Assessment methods                                                                                                                                                               |    |    |    |
|                                            | Exam. Public presentation of the final work                                                                                                                                      | x  | x  | x  |
|                                            | Test. A correctly designed theoretical essay that justifies the aesthetic features of the creative work.                                                                         | x  | x  |    |
|                                            | Work in the laboratory. Manages the necessary technical knowledge, orients himself in the technical possibilities of the laboratory, knows how to use them in his creative work. |    | x  | x  |

## LITERATURE

### Basic literature:

- *Video Editing with Adobe: Premiere Pro, Premiere Rush & After Effect, Advanced Micro Systems Sdn Bhd*, 2023.
- Kerrison, M. *Immersive Storytelling for Real and Imagined Worlds: A Writer's Guide*. Studio City: Michael Wiese Productions, 2022
- Mirzoeff, N. *Visual Culture Reader*. London: Routledge, 1998.
- Johnston, D. *Aesthetic Animism. Digital Poetry's Ontological Implications*. Cambridge, MA, London, UK: The MIT Press, 2016.

- Lambden, J. *Film Editing. Emotion, Performance and Story*. London: Bloomsbury Academic, 2021.
- Winters, LPP. *The Dos and Don'ts of Successful Filmmaking: Common Mistakes and How to Avoid Them*, Routledge, 2021.
- Riggs, S. *The End of Storytelling: A New Approach to Storytelling for the xR Era*. Beverly Hills: Wonder Media.Kerrison, 2019.

**Additional literature:**

- Ascott, R. *Telematic Embrace: Visionary Theories of Art, Technology, and Consciousness*. Berkley: University of California Press, 2007. pp. 427.
- Hayles, K. *How We Think: Digital Media and Contemporary Technogenesis*. University of Chicago Press, 2012.
- Grey, O. *Imagery in the 21st Century*. Cambridge: The MIT Press, 2011. pp. 416.
- Manovich, L. *The Language of New Media*. Cambridge, London: MIT Press, 2001. 354 pp.
- Gulyaeva, V. *From Interaction to Post-Participation: The Disappearing Role of Active Participant*. Estonia: EKA Estonian Academy of Arts, 2018. pp. 197.

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| <b>Module name</b>                 | <b>CREATIVE INDUSTRIES (A4)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Aim of the module</b>           | To develop a comprehensive understanding of the role of creative industries in the contemporary cultural economy, with a focus on the interaction between media, art, and technology. The course introduces the legal and organizational frameworks of the creative sector, including intellectual property rights, project development, funding acquisition, and strategic communication. Students will gain knowledge and practical skills in writing project proposals, budget planning, and applying multimedia communication, advertising, and public relations strategies in professional practice. |
| <b>Keywords</b>                    | Creative industries, cultural economy, intellectual property rights, project development and management, funding acquisition, media production, budget planning, advertising, public relations.                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Volume in Credit Points</b>     | 7 CP (ECTS)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Faculty</b>                     | Antra Cilinska, Mg.art. - 3 CP (ECTS)<br>Dr. Valters Kaže – 4 CP (ECTS)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Structure of the assessment</b> | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Interim examination (intermediate examination) – 30%<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                                                                        |

| <b>Requirements for the commencement of the acquisition of the smolten</b>                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>• Successfully completed the study module "Conceptual Thinking and Practice-Based Research", gained an understanding of the fields and methodology of creative technologies</li> <li>• Basic skills in working with digital technologies (searching and selecting information, using a browser, using Office software, working with email) are able to work individually or with minimal supervision of a tutor</li> </ul> |

| <b>MODULE CONTENT</b>                                                                                                                                                                                                                                                                                                | <b>Hours</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Within the framework of the theme, the module is presented in several blocks:                                                                                                                                                                                                                                        |              |
| <b>1. Culture-based economies and innovation, development of creative industries.</b> <ul style="list-style-type: none"> <li>• Theory and practice of the economics of the creative industries at the beginning of the 21st century. Dilemmas, incentives, profit, trust and evidence, tools of evidence.</li> </ul> | 19           |

|                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <ul style="list-style-type: none"> <li>• Development and management of projects of creative works.</li> <li>• Attracting funding for creative industries projects</li> <li>• Core functions and core models of the organization of society (institutions, national legislation, copyright, patenting).</li> </ul>                                                                                                    |    |
| <b>2. Modern society and advertising. Basics of advertising psychology. Communication with the public.</b> <ul style="list-style-type: none"> <li>• Self-organization, uniting people in groups of various specific spheres. Alternatives to self-organization.</li> <li>• The specifics of advertising at the beginning of the 21st century</li> <li>• The content and form of the social media product.</li> </ul> | 19 |
| <b>3. Modern theories of marketing management.</b> <ul style="list-style-type: none"> <li>• Final work on the development of an individual audiovisual / immersive media work project (business idea, project idea).</li> <li>• Implementation and presentation of an audiovisual / immersive media work project.</li> </ul>                                                                                         | 18 |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b> | <b>Number of Hours</b> |
|-----------------------------------------------------------------------------------------------|------------------------|
| Exam. Presentation and practical implementation of the business idea/project.                 | 17                     |
| Test. Presentation of ideas/project ideas – in a correct oral presentation.                   | 17                     |
| Preparation for the presentation – structuring the topic, the use of rhetorical means.        | 16                     |
| Preparation for the presentation – structuring the topic, the use of rhetorical means.        | 69                     |

| <b>EVALUATION AND RESULTS OF THE MODULE</b>                                                                                                                                                               |                                                                                             |                                                                                                                             |                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)</b>                                                         |                                                                                             |                                                                                                                             |                                                                                                                                                                                                            |
| <b>Study results:</b>                                                                                                                                                                                     | <b>Evaluation criteria</b>                                                                  |                                                                                                                             |                                                                                                                                                                                                            |
|                                                                                                                                                                                                           | <b>(40-69%)</b>                                                                             | <b>(70-89%)</b>                                                                                                             | <b>(90-100%)</b>                                                                                                                                                                                           |
| 1. Knowledge of the New Institutionalism: A Brief Excursion into the 20th Century. In the art discourse of the 60s, looking at the hrestomatics of institutional criticism and the work of their artists. | The student orients himself within the framework of the topic, is able to answer questions. | The student orients himself within the framework of the topic, is able to participate in discussions and offer his opinion. | The student orients himself within the framework of the topic, is able to relate it to current developments in Latvia and the world, can argue his or her views with references to literature and sources. |

|                                                                                                                                                                                        |                                                                                                                                      |                                                                                                                                     |                                                                                                                                                                                                      |
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| 2. Understanding the culture-based economy and innovation. Students have an idea of the latest trends in the development of the cultural economy and what the creative industries are. | The student has an understanding of the features of a culture-based economy and is able to explain what the creative industries are. | The student not only understands what a culture-based economy is, but is also able to comment on it with examples and case studies. | The student comments on culture-based economic developments, is able to refer to case studies, sources and literature, recognizes problems and can offer his or her own opinion for their solutions. |
| 3. Students have acquired knowledge of modern management theories. Students have prepared the final work in groups, are able to realize and present it.                                | The student has prepared independent or group work – presents a project or creative business idea.                                   | The student has realized a project or creative business idea, is able to present it and offers the newly acquired knowledge.        | The student has successfully implemented a project or business idea, is able to present it and critically analyze it on a Latvian and global scale.                                                  |

| Confirmation of the obtained study results | Study results                                                                                                       | 1. | 2. | 3. |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----|----|----|
|                                            | Assessment methods                                                                                                  |    |    |    |
|                                            | Exam. Presentation of a project or creative business application or idea.                                           | x  | x  | x  |
|                                            | Test. Discussion of the new institutionalism and the culture-based economy.                                         | x  | x  | x  |
|                                            | Work in groups. Discussion and presentation on the creative industries and the role of immersive media art in them. | x  | x  | x  |

## LITERATURE

### Compulsory literature:

- Hajdu, D. *The Uncanny Muse: Music, Art, and Machines from Automata to AI*. New York: Columbia Global Reports, 2025.
- Jacoby, A. *Born to Create: How Creativity Sparks Connection, Innovation, and Belonging in Our New World of Work*. New York: Fast Company Press, 2024.
- Terras, M., Jones, V., Osborne, N. & Speed, C. (eds.) *Data-Driven Innovation in the Creative Industries*. London: Routledge, 2023.
- Dellisanti, R. *Cultural and Creative Industries and Regional Development: Creativity Where and Why*. Cham: Springer, 2023.
- Giblin, R. & Doctorow, C. *Chokepoint Capitalism: How Big Tech and Big Content Captured Creative Labor Markets and How We'll Win Them Back*. Boston: Beacon Press, 2023.
- Mao, J., et al. *Circular economy and sustainable development enterprises*. Singapore : Springer, 2018.
- *Business Meets Art: Beyond the Traditional Approach to Education, Management and Business*. Riga: RISEBA, 2016.
- Campbell, M., et al. *Reimagining the Creative Industries*. New York: Routledge, 2021.

### Additional literature:

- Bock, Adam J. *The Business Model Book: Design, Build and Adapt Business Ideas That Thrive / Adam J. Bock & Gerard George*. Harlow : Pearson Education Limited, 2018. Chapter I.



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| <b>Modules</b>                     | <b>INTERACTIVE ART AND MULTIMEDIA PERFORMANCES (A5)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Aim of the module</b>           | To develop an in-depth understanding of interactive and multimedia art as a dynamic, evolving genre at the intersection of contemporary culture, communication theory, and technological advancement. The module integrates conceptual knowledge with creative practice, guiding students through the process of ideation, critical reflection, and realization of interactive audiovisual works and multimedia performances. Special focus is placed on the use of 3D modelling, spatial design, visual programming, photogrammetry, and use of AI. Students will acquire the skills to select appropriate artistic tools and create technologically and conceptually coherent artworks that engage with audience experience and interaction. |
| <b>Keywords</b>                    | Interactivity and audiovisual performance, communication and media theory, interactive art and digital technologies, AI and immersive environments, photogrammetry and 3D modelling, direction in audiovisual and multimedia art, spatial aesthetics and visual thinking, video composition and digital scenography, intermedia art, performance theory and history.                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Volume in Credit Points</b>     | <b>15 CP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Faculty</b>                     | <b>Ieva Gintere - 5 KP (ECTS)</b><br><b>Sabrina Jones, Ph.D.(c) - 3 KP (ECTS)</b><br><b>Rogier Jupijn, Mg.art. - 3 KP (ECTS)</b><br><b>Alvis Misjūns, Mg.art. – 4 KP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Structure of the assessment</b> | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Intermediate examination (intermediate examination) – 30 %<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| <b>Requirements for the start of module commencement</b>                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <p>Successfully completed the study module "Conceptual Thinking and Practice-Based Research", gained an understanding of the fields and methodology of creative technologies</p> <ul style="list-style-type: none"> <li>Basic skills in working with digital technologies (searching and selecting information, using a browser, using Office software, working with email) are able to work individually or with minimal supervision of a tutor</li> </ul> |

| <b>MODULE CONTENT</b>                                                          | <b>Hours</b> |
|--------------------------------------------------------------------------------|--------------|
| <b>1. Theoretical part. Analysis of interactive artworks and performances.</b> | 10           |

|                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <ul style="list-style-type: none"> <li>History of interactive art and contemporary trends</li> <li>An overview of forms and expressions of interactivity in the audiovisual industry, visual arts and multimedia performing arts.</li> </ul>                                                                                                                                                                                     |    |
| <b>2. Cybersecurity</b> <ul style="list-style-type: none"> <li>understanding of safety at work in the network, with data and databases.</li> </ul>                                                                                                                                                                                                                                                                               | 25 |
| <b>3. Practical part. Creative experiments with interactive technologies.</b> <ul style="list-style-type: none"> <li>Lab work with xR, 360-degree video, etc. Interactive Technologies</li> <li>Mastering technical capabilities and software (MAX, Arduino microelectronics)</li> <li>Independent and group work of students in the creation of their own artworks-prototypes.</li> </ul>                                       | 20 |
| <b>4. Interactive and multimedia performances and perception of space.</b> <ul style="list-style-type: none"> <li>Examples of works of art are considered, as well as individual experimental systems and prototypes that contrast physical and imaginary (illusory or virtual) reality.</li> <li>Video scenography and perception of space.</li> <li>Development and implementation of multimedia performance ideas.</li> </ul> | 25 |
| <ul style="list-style-type: none"> <li><b>Development and presentation of the final work of the module (performance / interactive installation)</b></li> <li>Documentation of a work of art, audiovisual project or performance.</li> <li>Evaluation and discussion of the final work.</li> </ul>                                                                                                                                | 40 |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b>                                            | <b>Number of Hours</b> |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Exam. Public presentation of the final work – performance, exhibition work or documentation.                                             | 50                     |
| Test. Correctly and aesthetically presented the idea of the work and its conceptual and technical description, course and documentation. | 50                     |
| Independent acquisition of technical skills, work with literature and in the laboratory.                                                 | 155                    |

| <b>EVALUATION AND RESULTS OF THE MODULE</b>                                                                                                       |                                                                                                       |                                                                       |                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)</b> |                                                                                                       |                                                                       |                                                                                                                            |
| <b>Study results:</b>                                                                                                                             | <b>Evaluation criteria</b>                                                                            |                                                                       |                                                                                                                            |
|                                                                                                                                                   | <b>(40-69%)</b>                                                                                       | <b>(70-89%)</b>                                                       | <b>(90-100%)</b>                                                                                                           |
| 1. The theoretical part, which includes an overview of the spectrum of interactive art forms historically                                         | The student is able to answer questions about the history of interactive art and contemporary trends. | The student is able to argue about the history of interactive art and | The student confidently uses references to theories of art history, theorists and practitioners of interactive art to talk |

|                                                                                                                                                                                                                                                                                                                               |                                                                                                   |                                                                                                                                                 |                                                                                                                                                          |
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| and discussions of contemporary trends. in the context of contemporary art.                                                                                                                                                                                                                                                   |                                                                                                   | contemporary trends.                                                                                                                            | about their creative projects.                                                                                                                           |
| 2. Work with relevant literature, analysis of historical and contemporary works of art and performances. Examples of works of art are considered, as well as individual experimental systems and prototypes that contrast physical and imaginary (illusory or virtual) reality.                                               | The student presents an independent work (essay and presentation) on the considered works of art. | The student confidently presents (in an essay and presentation) the analyzed works of art and artists in a historical and contemporary context. | The student is able to analyze his creative activity (in an essay and presentation), referring to historical and contemporary literary sources, artists. |
| 3. Work in the laboratory, acquisition of technical capabilities and software. Independent and group work of students in the creation of their own works of art-prototypes. The practical part will provide an environment for the students' own creative experiments, both in the organization of individual and group work. | The student is able to work with laboratory equipment and software.                               | The student is able to independently use laboratory techniques to realize his creative idea.                                                    | The student has mastered all the techniques and software of the laboratory, orients himself in it to create original works of art.                       |
| 4. Development, presentation of the final work (in an exhibition, performance or performance documentation).                                                                                                                                                                                                                  | The student presents a prototype or idea and sketches of the creative work.                       | The student presents the creative work / its documentation.                                                                                     | The student convincingly presents the creative work / its documentation, is able to justify and explain it by referring to sources and literature.       |

| Confirmation of the obtained study results | Study results                                                                                            | 1. | 2. | 3. | 4. |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------|----|----|----|----|
|                                            | Assessment methods                                                                                       |    |    |    |    |
|                                            | Exam. Public presentation of the final work                                                              | x  | x  | x  | x  |
|                                            | Test. A correctly designed theoretical essay that justifies the aesthetic features of the creative work. | x  | x  |    | x  |
|                                            | Work in the laboratory. Manages the necessary technical knowledge, orients himself in the                |    | x  | x  | x  |

|  |                                                                                        |  |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|--|
|  | technical possibilities of the laboratory, knows how to use them in his creative work. |  |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|--|

## LITERATURE

### Compulsory literature

- Riccio, T.P. *Sophia Robot: Post Human Being*. New York: Routledge, 2024.
- Ratican, J., Hutson, J. & Wright, A. *A Proposed Meta-Reality Immersive Development Pipeline Leveraging Generative AI Models and Extended Reality (xR) Content for the Metaverse*. Journal of Intelligent Learning Systems and Applications, 2023.
- Collins, K. *Studying Sound: A Theory and Practice of Sound Design*. Cambridge: MIT Press, 2020.
- Paul, C. *Digital Art*. Thames & Hudson, 2023.
- Born, G. *Music and Digital Media: A planetary anthropology*. London: UCL Press, 2022.
- Rambarran, S. *Virtual Music*. New York: Bloomsbury Publishing USA, 2021.
- Schulte-Fortkamp, B., et al. *Soundscapes: Humans and Their Acoustic Environment*. Chicago: Springer Nature, 2023.
- Nechvatal, J. *Towards An Immersive Intelligence: Essays on the Work of Art in the Age of Computer Technology and Virtual Reality 1993-2006*. Edgewise Press, 2009.
- Grey, O. *Virtual Art: From Illusion to Immersion*. Cambridge: MIT Press, 2003.

### Additional literature:

- Gulyaeva, V. *From Interaction to Post-Participation: The Disappearing Role of Active Participant*. Estonia: EKA Estonian Academy of Arts, 2018. pp.197.
- De Oliveira, N., Oxley, N., Petry, M. *Installation Art in the New Millennium: The Empire of the Senses*. London: Thames & Hudson, 2006. pp. 208.
- Garrand, T. *A Practical Guide to Content Development for Interactive Media*. Oxford: Focal Press, 2006. pp. 478.
- Gauthier, J. *Building Interactive Worlds in 3D: Virtual Sets and Pre-visualization for Games, Film & the Web*. Burlington: Focal Press, pp. 2005.
- Wilson, S. *Art + Science Now*. London: Thames & Hudson, 2010. pp. 208.
- Jones, C. *Sensorium: Embodied Experience, Technology, and Contemporary Art*. Cambridge: MIT Press, 2006. pp. 258.
- Popper, F. *From Technological to Virtual Art*. Cambridge: MIT Press, 2007. pp. 459.

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Modules</b>                     | <b>MEDIA THEORY AND RESEARCH METHODS (A6)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Aim of the module</b>           | To in-depth study the historical dynamics of the development of media technologies, theoretical models of communication and approaches to cultural semiotics in order to form a strict theoretical framework for the development of a master's thesis. To develop the ability to perform critical analysis of cultural and media contexts, as well as to acquire and compare different qualitative research methods with the aim of selecting individually the most appropriate research strategies according to the topic and objectives of the research. |
| <b>Keywords</b>                    | Media theory, communication theories, research ethics and art research methods, context review of the master's topic ( <i>Pitching</i> ).                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Volume in Credit Points</b>     | <b>8 CP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Faculty</b>                     | <b>Efe Duyan, Ph.D., assoc. professors - 3 KP (ECTS)</b><br><b>Aigars Ceplitis, Ph.D., Assistant Prof. – 3 KP (ECTS)</b><br><b>Salvatore Vonesco. - 2 KP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Structure of the assessment</b> | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Interim examination (intermediate examination) – 30%<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                         |

| <b>Requirements for the start of module commencement</b>                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>Successfully completed the study module "Conceptual Thinking and Practice-Based Research", gained an understanding of the fields and methodology of creative technologies</li> </ul> |

| <b>MODULE CONTENT</b>                                                                                                                                                                                                                                                                                                             | <b>Hours</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Within the framework of the theme, the module is presented in several blocks:                                                                                                                                                                                                                                                     |              |
| <b>1. Theories of media and communication</b> <ul style="list-style-type: none"> <li>Leading theories of media and communication (McLuen, Manovich, etc.)</li> <li>Selection of theoretical literature for the study of the master's thesis.</li> <li>Development of research questions for individual master's theses</li> </ul> | 10           |

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| <b>2. Diversity of qualitative methods and research ethics</b> <ul style="list-style-type: none"> <li>• Overview of the diversity of qualitative methods</li> <li>• Research ethics</li> <li>• Selection of qualitative research methods for use in audiovisual/immersive media arts master's thesis research</li> <li>• Academic writing</li> </ul>                                                                                                                                                                                                       | 22 |
| <b>3. The choice of means of artistic expression and the development of the practical idea of work</b> <ul style="list-style-type: none"> <li>• Understanding and practical ability to apply art research and practice-based research methods.</li> <li>• Conceptualization of the idea of practical work, selection of methods that would be applicable in the practical part of master's thesis research.</li> <li>• Contextualization of practical work within the framework of art history, cultural theories and theories of art research.</li> </ul> | 22 |
| <b>4. Contextualization of the topic of the master's thesis and research (<i>Pitching</i>).</b> <ul style="list-style-type: none"> <li>• Overview of the context of the presentation of the master's thesis - creating a slide presentation in a short, understandable way (<i>Pitching</i> approach).</li> </ul>                                                                                                                                                                                                                                          | 10 |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b>                                | <b>Number of Hours</b> |
|------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Exam. Development and presentation of the topic of the master's thesis in a <i>Pitching-type</i> presentation.               | 26                     |
| Test. Discussion of cultural theories.                                                                                       | 10                     |
| Development of the final thesis – conceptualization of the master's thesis, qualitative selection of literature and sources. | 100                    |

| <b>EVALUATION AND RESULTS OF THE MODULE</b>                                                                                                                                                                                     |                                                                                       |                                                                                              |                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)</b>                                                                               |                                                                                       |                                                                                              |                                                                                                                                                                     |
| <b>Study results:</b>                                                                                                                                                                                                           | <b>Evaluation criteria</b>                                                            |                                                                                              |                                                                                                                                                                     |
|                                                                                                                                                                                                                                 | <b>(40-69%)</b>                                                                       | <b>(70-89%)</b>                                                                              | <b>(90-100%)</b>                                                                                                                                                    |
| 1. Critical understanding of the historical development of the media space and modern technological transformations: from the 20th century. telecommunications arts to immersive media, the semantic web, and hybrid platforms. | The student orients himself in media art and network artworks, art as research works. | The student is able to discuss art as research projects, offer his ideas for creative works. | The student formulates a critically grounded view of the development of immersive and network art, linking it to cultural theories and one's own creative practice. |
| 2. Ability to choose and justify artistic means of expression in research practice,                                                                                                                                             | The student uses basic methods in art research.                                       | The student confidently uses the tools and research methods of art                           | The student is able to conceptualize his research idea and critically reflects and synthesizes an                                                                   |

|                                                                                                                                             |                                                                                                                                                                                |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              |    |    |    |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|
| conceptualizing creative work in the context of media, culture and research theories.                                                       |                                                                                                                                                                                | research, is able to reasonably use them in his creative and theoretical work.                                                                                                                      | interdisciplinary approach in the field of media art, as well as is able to reasonably use them in his creative and theoretical work                                                                                                                                                         |    |    |    |
| 3. Conceptualization of the topic and research topic of the master's thesis and creation of an individual presentation ( <i>Pitching</i> ). | The student has created and presented their master's thesis in <i>Pitching</i> Presentation.                                                                                   | The student confidently presents the topic of his master's thesis and the field of research in a correct <i>Pitching</i> presentation, is able to defend it and answer questions from the audience. | The student confidently presents the topic of his master's thesis, research question, research fields, selected literature and sources in a correct <i>Pitching</i> presentation, answers questions from the audience and is able to justify his opinion by referring to theory and sources. |    |    |    |
| Confirmation of the obtained study results                                                                                                  | Study results                                                                                                                                                                  |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              | 1. | 2. | 3. |
|                                                                                                                                             | Assessment methods                                                                                                                                                             |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              |    |    |    |
|                                                                                                                                             | Exam. <i>Pitching</i> presentation.                                                                                                                                            |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              | x  | x  | x  |
|                                                                                                                                             | Test. Discussion and essay on research methods and art-based research.                                                                                                         |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              | x  | x  | x  |
|                                                                                                                                             | Writing work. Description of the methods and tools used for the master's thesis, conceptualization of the research issue and high-quality selection of literature and sources. |                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                              | x  | x  | x  |

## LITERATURE

### Compulsory literature

- Bishop, C. *Artificial Hells: Participatory Art and the Politics of Spectatorship*. London: Verso Books, 2024.
- Popper, F. *From Technological to Virtual Art*. Cambridge: MIT Press, 2023.
- Grau, O. *Digital Art through the Looking Glass: New Strategies for Archiving, Collecting and Preserving in Digital Humanities*. Krems: Danube University Press, 2023.
- Michelkevičius, V. *Mapping Artistic Research. Towards Diagrammatic Knowing*. Vilnius: Vilnius Academy of Arts Press, 2018.
- Šmite, R. , Šmits, R. *Virtualities and Realities. NEW Experiences, Art and Ecologies in Immersive Environments*. Rīga: RIXC, 2019.
- Jones, LPP., et al. *Virtual Reality Methods: A Guide for Researchers in the Social Sciences and Humanities*, JSTOR, 2022.
- Salter, C. *Alien Agency: Experimental Encounters with Art in the Making*. Boston: MIT Press, 2023.

### Additional literature

- American Psychological Association: <https://www.apa.org/>
- E. Kluitenberg. *The Book of Imaginary Media: Excavating the Dream of the Ultimate Communication Medium*. Rotterdam: NAI Publishers, 2006. pp. 296.

- Barret, E., Bolt, B. *Practice as Research: Approaches to Creative Arts Enquiry*. London: I. B. Tauris, 2007. pp. 205.
- Carter, LPP. *Material Thinking. Theory and Practice of Creative Research*. Carlton: Melbourne University Press, 2004. pp.
- Fuller, M. *Media Ecologies: Materialist Energies in Art and Technoculture*. Cambridge, London: MIT Press, 2007. pp. 265.
- Manovich, L. *The Language of New Media*. Cambridge, London: MIT Press, 2001. pp. 354.
- O. Grey. *Media Art Histories*. Cambridge: MIT Press, 2007. pp. 487.
- Gray, C. , Malins, J. *Visualizing research. A Guide to the Research Process in Art and Design*. Farnham: Ashgate Publishing Limited, 2004. pp. 214.
- Rose, G. *Visual Methodologies: An Introduction to the Interpretation of Visual Methods*. London: Sage Publications Ltd, 2006. pp. 287.

## MODULES IN THE THEMATIC AREA (Part B) – 2 strands

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                  |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module name</b>                 | <b>DIGITAL STORYTELLING AND INTERACTIVE NARRATIVES IN AUDIOVISUAL MEDIA ARTS I, II (B1)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                  |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                  |
| <b>Purpose of the module</b>       | The aim of the module is to develop in-depth theoretical and practical competence in the field of audiovisual storytelling, based both on the classical traditions of directing and film editing, as well as on narrative and artistic research methodology. Students synthesize various narrative structures, montage principles, and directing approaches, mastering both linear and non-linear narrative models. Particular attention has been paid to the development of new message formats, 360-degree 3D video and spatial narratives, as well as interactive models. The module also includes strategies for the use of digital post-processing and visual effects (VFX), analyzing their role in reinforcing the narrative, building emotional dynamism, and structuring visual aesthetics. The creative potential of artificial intelligence (AI) is used as a tool for automated assembly, semantic analysis, and image synthesis, allowing students to experiment in classical media formats with advanced digital technologies and their application in art research. |                                                                                                                                                                                                                                                                  |
| <b>Amount in credits</b>           | <i>2nd semester</i><br><i>Semester 3</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>8 CP (ECTS)</b><br><b>19 CP (ECTS)</b>                                                                                                                                                                                                                        |
| <b>Faculty</b>                     | <i>2nd semester</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Aigars Ceplītis, Ph.D.</b> , assistant professor –2 CP (ECTS)<br><b>Deborah Lavine</b> , 3 CP (ECTS)<br><b>Lauris Gundars</b> , Mg.Art. 3 CP – 3 CP (ECTS)                                                                                                    |
|                                    | <i>Semester 3</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Aigars Ceplītis, Ph.D.</b> , assistant professor – 4 CP (ECTS)<br><b>Efe Duyan, Ph.D.</b> , assoc.profesor– 3 KP (ECTS)<br><b>Elza Gauja</b> , Mg.art. – 3 CP (ECTS)<br><b>Mihails Matvejenko</b> , Mg.art. -4 CP (ECTS)<br><b>Artis Dzērve</b> – 5 CP (ECTS) |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                  |
| <b>Keywords</b>                    | Theatre directing, dramaturgy, narratology, phenomenology, linear and non-linear narratives, AI audiovisual editing aesthetics, visual effects (VFX) and digital composition, 360° video, Cinema 4D, 3D animation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                  |
| <b>Structure of the assessment</b> | <b>The final rating is calculated (100% in total):</b><br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Intermediate examination (intermediate examination) – 30 %<br>Exam (presentation of the final semester thesis) – 40 %                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                  |

| <b>Requirements for the start of module acquisition</b>                                                                                                                                                                                           |                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to | Successfully passed the study modules "Audio Culture" and "Visual Culture and Aesthetics of Immersive Media" |

|                                                            |  |
|------------------------------------------------------------|--|
| be able to achieve the study results planned in the module |  |
|------------------------------------------------------------|--|

| <b>MODULE CONTENT</b>                                                                                                                                                                                                                                                                                                                                                   | <b>Hours</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>1. Development of an idea. Scenario and its implementation.</b> <ul style="list-style-type: none"> <li>Case studies, the creation of innovative scenarios.</li> <li>The role of the director in the script, the director's collaboration with the screenwriter.</li> </ul>                                                                                           | 20           |
| <b>2. The specifics of the direction of a scripted audiovisual work. Director's explanation, work with the actor.</b> <ul style="list-style-type: none"> <li>The art of directing in the theatre and the creation of audiovisual works.</li> <li>The practical work of the director in the filming and editing of the nature of the video into a short film.</li> </ul> | 20           |
| <b>3. Theory and practice of narrative formation. Applicable means of expression.</b> <ul style="list-style-type: none"> <li>Narrative in audiovisual works, the theory and tools of its formation.</li> <li>Narratology.</li> </ul>                                                                                                                                    | 66           |
| <b>4. 3D animation creation in Cinema 4D</b> <ul style="list-style-type: none"> <li>Mastering the basics of a 3D animation program.</li> <li>Practical application of 3D software.</li> </ul>                                                                                                                                                                           | 30           |
| <b>5. Photo and video of 360-degree photographers, immersive technologies, editing techniques, theory and practice, XR technologies.</b> <ul style="list-style-type: none"> <li>The application, theory and practice of immersive technologies.</li> <li>Application, theory and practice of interactive technologies</li> </ul>                                        | 30           |
| <b>6. Video post-processing in <i>After Effects</i>, <i>Apple Motion</i>, <i>Runway ML</i>, <i>Cavalry</i>, etc.</b> <ul style="list-style-type: none"> <li>Video post-processing, color correction.</li> <li>AI integration.</li> <li>VFX Notch</li> </ul>                                                                                                             | 20           |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b>                                                            | <b>Number of hours</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Test. Practical acquisition of scripting skills for audiovisual works and script development. Written work and presentation.                             | 50                     |
| Practical work. Filming and editing of audiovisual work.                                                                                                 | 70                     |
| Test. Creating a narrative, frame plan and audiovisual story. Filming and editing of audiovisual works. Development and presentation of practical works. | 50                     |
| Test. Application of narratological elements in the aesthetics of audiovisual works                                                                      | 50                     |
| Test. Demonstration of practical skills – video, animation, sound and 3D technologies.                                                                   | 50                     |
| Test. Independently created audiovisual work using immersive 360-degree video technologies.                                                              | 40                     |
| Create audiovisual material with After Effects or Apple Motion or another animation program                                                              | 60                     |
| Work in groups. A study on the psychological aspects of audiovisual works.                                                                               | 59                     |
| Exam. Presentation of an audiovisual work.                                                                                                               | 30                     |

| EVALUATION AND RESULTS OF THE MODULE                                                                                                       |                                                                                                                  |                                                                                                                         |                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences) |                                                                                                                  |                                                                                                                         |                                                                                                                                                                                                      |
| Study results:                                                                                                                             | Evaluation criteria                                                                                              |                                                                                                                         |                                                                                                                                                                                                      |
|                                                                                                                                            | (40-69%)                                                                                                         | (70-89%)                                                                                                                | (90-100%)                                                                                                                                                                                            |
| 1. Able to identify directing principles and narrative structure in different media formats.                                               | The student is familiar with the responsibilities of the director's role, knows how to form a logical narrative. | The student is able to direct his own constructed narrative, to reflect the story using various directorial approaches. | The student is able to create an original narrative, direct its creation using different approaches and techniques of the director, knows how to comment and argue his choice.                       |
| 2. Knows how to apply the principles of montage in the structuring of the narrative                                                        | The student is able to adequately assemble a short video work.                                                   | The student is able to reflect the narrative with various video editing techniques.                                     | The student is able to confidently reflect the original narrative using various editing techniques and options.                                                                                      |
| 3. The student has mastered the role of an operator in the creation of audiovisual works.                                                  | The student has mastered the tasks of the role of an operator, knows how to perform them correctly.              | The student is aware of the role of the operator, fully manages the necessary theoretical and practical skills.         | The student confidently performs the role of the operator, is able to use various techniques of the operator.                                                                                        |
| 4. Knows how to use sound in the formation of the emotional and spatial structure of the narrative                                         | The student is able to add an appropriate soundtrack to the video.                                               | The student is able to use the soundtrack to reveal various features of the story.                                      | The student confidently uses sound recording and processing technologies, is able to use sound aesthetics to layer the narrative and create spatiality                                               |
| 5. The student has mastered the psychological aspects of audiovisual works and cooperation with the audience.                              | The student is familiar with various aspects of psychology.                                                      | The student is able to use various psychological aspects in the creation of an audiovisual work.                        | The student is fully aware of the psychological aspects of audiovisual work, is able to use them purposefully and ethically, is familiar with the cooperation of audiovisual work with the audience. |
| 6. Learn the basics of 3D animation and spatial visualization                                                                              | The student is able to operate a 3D animation program.                                                           | The student is able to practically and purposefully use various tools of the 3D animation program.                      | Creatively uses 3D animation and photogrammetry for spatial storytelling                                                                                                                             |
| 7. The student has mastered the theory and practice of post-processing of audiovisual work.                                                | The student is familiar with the basics of post-processing of audiovisual work.                                  | The student is able to use post-production programs of an audiovisual work to highlight                                 | The student makes convincing use of post-production programs of audiovisual works to create his own original works.                                                                                  |

|                                                                                               |                                                                             |                                                                                                       |                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                               |                                                                             | various features of the story.                                                                        |                                                                                                                                                             |
| 8. Demonstrates the ability to use immersive technologies (360° video, interactive solutions) | The student is familiar with various immersive technologies.                | The student is able to independently use various immersive technologies.                              | Convincingly creates interactive narratives with spatial and semantic depth using immersive technologies                                                    |
| 9. Knows how to conceptualize, produce and defend their audiovisual work                      | The student is able to create an audiovisual work from idea to realization. | The student is able to create an original and high-quality audiovisual work from idea to realization. | The student is able to create an original and high-quality audiovisual work, conceptualize it and comment on it in the context of modern audiovisual media. |

| Study results |                                                                                        | 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. |
|---------------|----------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|
|               | <b>Assessment methods</b>                                                              |    |    |    |    |    |    |    |    |    |
|               | Exam. Independently created audiovisual work.                                          | x  | x  | x  | x  | x  | x  | x  | x  | x  |
|               | Test. Practical sound video in the directing, filming, editing of a work.              | x  | x  | x  | x  |    |    | x  |    |    |
|               | Test. Demonstration of practical skills – video, animation, sound and 3D technologies. |    |    |    |    |    | x  |    |    | x  |
|               | Test. Making sound recordings, synchronizing audio and video.                          | x  | x  |    | x  |    |    | x  |    |    |
|               | Test. Independently created audiovisual work using immersive technologies.             |    |    | x  |    |    | x  |    | x  |    |
|               | Written work and presentation. Creating a narrative, frame plan and audiovisual story. | x  |    |    |    | x  |    |    |    |    |
|               | Narrative building in digital media; practical task – blog or vlog.                    | x  |    |    |    | x  |    |    |    | x  |
|               | Work in groups. A study on the psychological aspects of audiovisual works.             |    |    |    |    | x  |    |    |    | x  |

## LITERATURE

### Compulsory literature

- Haahr, M. *Narrative Interplay in the Digital Era: Generative AI, Alternate Reality Games, and the Future of Interactive Pedagogy*. Bristol: Intellect Books., 2025.
- Reyes, M.C. *Interactive Fiction in Cinematic Virtual Reality: Towards the Interactive Immersive Movie*. Milan: Mimesis International, 2025.
- Koenitz, H. *Understanding Interactive Digital Narrative: Immersive Expressions for a Complex Time*. New York: Routledge., 2023
- Salter, C. *Alien Agency: Experimental Encounters with Art in the Making*. Boston: MIT Press, 2023.
- Meyer, C., Meyer, T. *Creating Motion Graphics with After Effects: Essential and Advanced*

*Techniques*, 2nd ed., 2019.

- Block, B. *The Visual Story - Creating The Visual Structure Of Film, TV and Digital Media*, Oxford, Focal Press, 2008.
- Schell, J. *The Art of Game Design: A book of lenses*. CRC Press, 2008.
- Rose, F. *The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories*. Simon & Shuster, 2011.

**Additional literature:**

- Schmidt, R. , Schmidt, R. *Virtualities and Realities. NEW Experiences, Art and Ecologies in Immersive Environments*. Riga: RIXC, 2019. (Chapters I, IV)
- Everest, F., Pohlmann, K. *Master Handbook of Acoustics*. McGraw-Hill/TAB Electronics, 2009. 510 pp.
- Dyson, F. *Sounding New Media: Immersion and Embodiment in the Arts and Culture*. Los Angeles: University of California Press, 2009. pp.246.
- Chatman., S. *Story and Discourse*. New York: Cornell University Press, 2009.
- Genette, G. *Narrative Discourse: an Essay in Method*. New York: Cornell University Press, 2007.
- Deleuze, G. *Cinema I and II*. Los Angeles: University of California Press, 2004.
- Cooper, P. *Writing a short film*. Los Angeles: Elsevier Focal Press, 2004.
- Catmull, E. & Wallace, A. Creativity, Inc.: *Overcoming the Unseen Forces That Stand in the Way of True Inspiration*. 2014.

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module name</b>                 | <b>IMMERSIVE TECHNOLOGIES IN AUDIOVISUAL MEDIA ARTS (B2)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Study programme</b>             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Purpose of the module</b>       | In-depth learning of the application of immersive technologies in the context of audiovisual arts, including the integration of augmented reality (xR), artificial intelligence (AI) and game design tools into creative processes. To develop an understanding of the cultural and historical and social contexts of digital art, as well as current theories of media art, based on the synthesis of art and science. Acquire practical skills in data visualization, 3D modeling and sound design, including ambisonic sound synthesis for spatial compositions. To promote the ability to create immersive environments and interactive installations using kinesthetic techniques, a digital extension of body movements, as well as synergies between choreography and art research. The module provides an opportunity to develop individual works of art that conceptualize the points of contact of technological and aesthetic innovations in contemporary art. |                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Amount in credits</b>           | <i>2nd semester</i><br><i>Semester 3</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>8 CP (ECTS)</b><br><b>19 CP (ECTS)</b>                                                                                                                                                                                                                                                                                                                                            |
| <b>Faculty</b>                     | <i>2nd semester</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Rasa Šmite, Dr.sc.soc., assoc. prof. - 5 CP (ECTS)</b><br>Raitis Šmits, Dr.art., professor - 3 CP (ECTS)                                                                                                                                                                                                                                                                          |
|                                    | <i>Semester 3</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Dr.sc.soc. Rasa Šmite, Assoc. prof. - 3 CP (ECTS)</b><br>Elena Perlmane, Ph.D., Lecturer - 2 CP (ECTS)<br>Raitis Šmits, Dr.art., professor - 3 CP (ECTS)<br>Sabrina Durling Jones, Mg.art., - 2 CP (ECTS)<br>Zilvinas Lilas, M.F.A., Professor - 2 CP (ECTS)<br>Shawn Pinchbeck, Ph.D. - 2 CP (ECTS)<br>Jakub Korpalk, Ph.D. - 2 CP (ECTS)<br>Roger Jupijn, Mg.art. - 2 CP (ECTS) |
| <b>Implementation language</b>     | English/ Latvian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Keywords</b>                    | Immersive art, xR and VR, AI, game design, interactive installation, digital choreography, data visualization, ambisonic sound, 3D 360-degree video, artistic research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Structure of the assessment</b> | The final rating is calculated (100% in total):<br>Activity (laboratory work, lecture attendance, participation in seminars) – 30 %<br>Interim examination (intermediate examination) – 30%<br>Exam (presentation of final semester papers) – 40 %                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                      |

| <b>Requirements for the start of module acquisition</b>                                                                                                                                                                                                                                                      |                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>Successfully passed the study module "Interactive Art and Multimedia Performances"</li> </ul> |

| <b>MODULE CONTENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Hours</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>1. Theory and practice of digital media art, specifics and cultural contexts, recent trends</b> <ul style="list-style-type: none"> <li>Pioneers of media art and the most prominent representatives of the field - from Vasulka to M. Peřhan, Jodi and modern digital artists</li> <li>Analysis of works of art</li> <li>Learning the context - development of applications for digital art residencies (CERN, ESA, etc., festivals (<i>Ars Electronica</i>, <i>RIXC Art and Science Festival</i>, etc.), exhibitions, conferences (<i>Media Art Histories</i>, <i>Open Fields</i>, <i>Renewable Futures</i>, etc.).</li> </ul>                                                                                                               | 25           |
| <b>2. Digital network technologies and data visualization</b> <ul style="list-style-type: none"> <li>Acquired technologies (PHP, Javascript, Actionscript 3, MAX, database management systems) and knowledge and skills about Internet transmitting technologies. The discussion discusses digital network media artworks and analyzes the technologies used.</li> <li>2Social network analysis and data visualization. Network-based artwork and/or data visualization projects have been developed.</li> </ul>                                                                                                                                                                                                                                 | 25           |
| <b>3. Sound composition – creation of an Ambix piece and technologies for creating an interactive audio installation.</b> <ul style="list-style-type: none"> <li>Analysis of the most significant compositions of modern authors</li> <li>Mastering the basics of composition.</li> <li>Computer programs that allow you to create Computer programs (<i>MaxMSP</i>, <i>Logic</i>, <i>Ableton</i>) that allow you to create interactive sound installations, generated sound compositions, or data sonifications.</li> <li>Creating an interactive audio installation, generative sound art.</li> </ul>                                                                                                                                          | 64           |
| <b>4. Immersive technologies and the aesthetics of virtual reality</b> <ul style="list-style-type: none"> <li>Critical approach to the analysis of VR artworks: perception of space, aesthetics of embodiment and dimensions of user participation.</li> <li>Biometric Data, Artificial Intelligence and Machine Learning: Current Development Trends, Algorithmic Aesthetics and Social, Ethical Consistency in Immersive Art.</li> <li>From 360° video and photogrammetry to spatial narratology and adaptive user experiences in virtual reality environments.</li> <li>Game design principles in immersive art: gamification strategies, storyline nonlinearity, and AI-driven agents as co-creators of the creative environment.</li> </ul> | 72           |
| <b>5. Realization of the final work of the module</b> <ul style="list-style-type: none"> <li>Development and realization of the idea of a work of art (in one of the acquired techniques)</li> <li>Production and exhibition of a work of art at an exhibition / or public presentation of the project.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                               | 30           |

| <b>Organization and tasks of independent work (description, topics, requirements, format)</b> | <b>Number of hours</b> |
|-----------------------------------------------------------------------------------------------|------------------------|
| Exam. Developed and presented a work of digital art.                                          | 160                    |
| Test. Discussion about network technologies and their applications.                           | 30                     |
| Writing work. An essay conceptualizing the created digital work of art.                       | 30                     |

|                                                                                                                                         |     |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----|
| Presentation. Presentation of the idea of a digital work of art and the creation of a prototype.                                        | 30  |
| Presentation. The use of interactive technologies in an audiovisual installation, presentation of a prototype or idea.                  | 60  |
| Demonstration of practical skills. The application of interactive technologies in the creation of a prototype of a network work of art. | 149 |

| EVALUATION AND RESULTS OF THE MODULE                                                                                                                                                                                                                                 |                                                                                          |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)                                                                                                                           |                                                                                          |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Study results:                                                                                                                                                                                                                                                       | Evaluation criteria                                                                      |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                                                                                                                                                                                      | (40-69%)                                                                                 | (70-89%)                                                                                                                                                                                                                                                                                                | (90-100%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1. Theoretical preparedness and understanding of the industry. The student acquires in-depth knowledge of the historical, theoretical and socio-cultural aspects of digital art, as well as current concepts in media theory, art research and technology criticism. | The student orients himself in the literature of the field, is able to answer questions. | The student is able to discuss current developments in the field and offer his ideas.                                                                                                                                                                                                                   | Critically analyzes the problems and trends of digital art, puts forward original conceptual solutions based on scientific literature and theoretical sources.                                                                                                                                                                                                                                                                                                                                                            |
| 2. Expertise in digital network art tools. Acquires knowledge of the application of immersive technologies.                                                                                                                                                          | The student is able to use various immersive art technologies and computer programs.     | The student independently uses various network art tools and programs. The student is able to competently use digital and network art technologies by mastering a range of creative tools such as PHP, JavaScript, MAX/MSP and Ambisonics (Ambix), as well as their integration into artistic practice. | The student is able to competently use digital and network art technologies, mastering a range of creative tools such as PHP, JavaScript, MAX/MSP and Ambisonics (Ambix), 360° video and photogrammetry technologies, developing spatial narrative solutions and adaptive user experience in immersive environments, as well as their integration into artistic practice. The student is familiar with game design concepts, including gamification strategies, non-linear storytelling, and the use of AI-driven agents. |
| 3. Development of an artistic project in a digital and immersive environment. Acquires skills to independently                                                                                                                                                       | The student has developed a network artwork.                                             | Is able to create an original work that conceptually corresponds to the thematic focus of the                                                                                                                                                                                                           | The student demonstrates a high level of competence by creating an innovative application of technology or software                                                                                                                                                                                                                                                                                                                                                                                                       |

|                                                                                                                                                              |  |                                            |                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------|---------------------------------------------------------------------------------------------|
| create and implement art projects in the context of the digital environment – network space, data visualizations, sound installations and immersive reality. |  | course and present it in a reasonable way. | that is theoretically and creatively integrated in the context of network or immersive art. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------|---------------------------------------------------------------------------------------------|

| Confirmation of the obtained study results | Study results                                                                                                                        | 1. | 2. | 3. |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----|----|----|
|                                            | Assessment methods                                                                                                                   |    |    |    |
|                                            | Exam. A work or prototype of digital art.                                                                                            | x  | x  | x  |
|                                            | Test. Discussion about network technologies and their applications.                                                                  | x  |    |    |
|                                            | Writing work. An essay conceptualizing the created work of digital art.                                                              | x  | x  |    |
|                                            | Presentation. Presentation of the idea of a work of digital art and creation of a prototype.                                         | x  | x  | x  |
|                                            | Presentation. The use of the latest technologies in the installation, presentation of a prototype or idea.                           |    | x  | x  |
|                                            | Demonstration of practical skills. Application of technology in the creation of a prototype of a network artwork, data visualization |    | x  | x  |

## LITERATURE

### Compulsory literature:

- Bentkowska-Kafel, A., Cashen, T., Gardiner, H. *Digital Visual Culture: Theory and Practice*. London: Intellect Books, 2024.
- Koenitz, H. *Understanding Interactive Digital Narrative: Immersive Expressions for a Complex Time*. New York: Routledge, 2023.
- Kakembo, A.A. *Exploring the Aesthetics of Virtual Reality in Art*. Kampala: Kampala International University Press, 2025.
- Arnaud, J. *Reimagining Art through Immersive Technologies: The Digital Renaissance*. Paris: ArtStyle Editions, 2024.
- Kerrison, M. *The Art of Immersive Storytelling: Strategies from the Gaming World*. Los Angeles: Michael Wiese Productions, 2025.
- Salter, C. *Alien Agency: Experimental Encounters with Art in the Making*. Boston: MIT Press, 2023.
- Paul, C. *Digital Art*. Thames & Hudson, 2023.
- Born, G. *Music and Digital Media: A planetary anthropology*. London: UCL Press, 2022.
- Jones, L.P.P., ET AL. *Virtual Reality Methods: A Guide for Researchers in the Social Sciences and Humanities*, JSTOR, 2022.
- Kwastek, K. *Aesthetics of Interaction in Digital Art*. London, England: The MIT Press, 2015.
- Hans-Thies Lehman, tr. Karen Jürs-Munby. *Post-dramatic Theatre*. Routledge, London NY, 2006.

### Additional literature:

- Bergaust, K. , Smite, R. *Oslofjord Ecologies. Artistic Research on Environmental and Social Sustainability*. RIXC, OsloMet, 2020. pp. 207.
- Schmidt, R. *Creative Networks: In the Rear-view Mirror of Eastern History*. Riga: RIXC, 2012.

- E. Kluitenberg. *The Book of Imaginary Media: Excavating the Dream of the Ultimate Communication Medium*. Rotterdam: NAI Publishers, 2006. pp. 296.
- Kluitenberg, E. *Legacies of Tactical Media*. Amsterdam: Institute of Network Cultures, 2011. pp. 56.
- Schmidt, R. Medosch, A. , Schmidt, R. *Networks and Sustainability*. Liepaja, Riga: MPLab, RIXC, 2011. pp. 287.
- Schmidt, R. , Kluitenberg, E. , Schmidt, R. *Techno-ecologies*. Liepaja, Riga: Mplab and RIXC, 2012. pp. 165.
- Manovich, L. *The Language of New Media*. Cambridge, London: MIT Press, 2001. 354 pp.
- McLuhan, M. *Understanding Media: The Extensions of Man*. Corte Madera: Gingko Press, 2003. pp. 616.

| Part C                      | Free elective course (from RISEBA list)                                                                                                                       |             |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Study programme             | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                                                      |             |
| Purpose of the study course | To give students the opportunity to choose additional competencies in order to improve the practical part of scientific research and research (works of art). |             |
| Amount in credits           | 3 CP (ECTS)                                                                                                                                                   |             |
| Semester in planning        | <i>Semester 3</i>                                                                                                                                             | 3 CP (ECTS) |
| Implementation language     | English/ Latvian                                                                                                                                              |             |

| Module name             | Master's thesis                                                                                                                |                                             |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Study programme         | AUDIOVISUAL AND IMMERSIVE TECHNOLOGY ART                                                                                       |                                             |
| Purpose of the module   | To enable students to prepare and defend the practical part of practice-based scientific research and research (works of art). |                                             |
| Amount in credits       | 30 CP (ECTS)                                                                                                                   |                                             |
| Faculty                 | <i>Semester 4</i>                                                                                                              | Aigars Ceplītis, Ph.D., assistant professor |
| Keywords                | Master's thesis, practice-based research                                                                                       |                                             |
| Form of verification    | Final test                                                                                                                     |                                             |
| Implementation language | English/ Latvian                                                                                                               |                                             |

| Requirements for the start of module acquisition                                                                                                                                                                                                                                                             |                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicate the preliminary knowledge that students must have in order to complete the study course and achieve the results of studies. The study courses, knowledge, skills and competences to be completed in advance may be indicated in order to be able to achieve the study results planned in the module | <ul style="list-style-type: none"> <li>• Successfully completed A-study modules</li> <li>• Successfully passed elective study modules</li> </ul> |

| MODULE CONTENT                                       | Hours |
|------------------------------------------------------|-------|
| Planning and development of a work of art.           | 120   |
| Development and demonstration of the master's thesis | 120   |

| Organization and tasks of independent work (description, topics, requirements, format)                                                             | Number of hours |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Work on the development of a work of art.                                                                                                          | 255             |
| The student independently and in cooperation with his supervisor, develops and presents the theoretical and practical part of the master's thesis. | 255             |

## EVALUATION AND RESULTS OF THE MODULE

Upon completion of the study course and successful completion of the examinations, the student is able (knowledge, skills and competences)

| Study results:                                                       | Evaluation criteria                                                                                                             |                                                                                                        |                                                                                                                                                                                       |
|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                      | (40-69%)                                                                                                                        | (70-89%)                                                                                               | (90-100%)                                                                                                                                                                             |
| 1. Theoretical research based on art practice developed and defended | The student presents an original work of art.                                                                                   | The artwork presented by the student is innovative and offers new approaches, techniques, experiences. | The artwork presented by the student offers an innovative approach and topical solutions to topics (conceptually and technically outstanding work).                                   |
| 2. Research-based artwork developed and presented                    | Master's thesis meets the minimum requirements (Methodological instructions for students of the Faculty of Humanities and Arts) | In the master's thesis, the student reflects on current theories, works of art.                        | The content of the master's thesis presents theoretical knowledge and is sufficiently reflected on practical work. (works of art)<br>The master's thesis offers unique new knowledge. |

| Confirmation of the obtained study results | Study results                |  | 1. | 2. |
|--------------------------------------------|------------------------------|--|----|----|
|                                            | Assessment methods           |  |    |    |
|                                            | Exam (final test)            |  | x  | x  |
|                                            | Interim view                 |  | x  | x  |
|                                            | Participation in conferences |  | x  | x  |

## LITERATURE

### Compulsory literature

- Aguinis, H. *Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research*. SAGE Publications, Incorporated, 2024.
- Paul, C. *Digital Art*. Thames & Hudson, 2023.
- Gray, C., & Malins, J. *Visualizing Research: A Guide to the Research Process in Art and Design* (1st ed.). Routledge, 2004.
- Grau, O., et al. *Digital Art through the Looking Glass. New strategies for archiving, collecting and preserving in digital humanities*. Krems a.d. Danube: Edition Donau-Universität, 2019.
- Jones, P., et al. *Virtual Reality Methods: A Guide for Researchers in the Social Sciences and Humanities*, JSTOR, 2022.

### Additional literature:

- Methodological instructions.

