

10/7/00

To Liz Ashburn, Head, School of Art.

Dear Liz,

I wish to change the names of unit as follows:

Introductory Studies: Photomedia, Sculpture, Time Based Art SART 1302 to
Introductory Studies: Photomedia, Sculpture, Media Art SART 1302

Time Based Art 1 SART 1315 to Media Art SART 1315

Time Based Art 2 SART 2324 to Media Art SART 2324

Time Based Art 3 SART 2334 to Media Art SART 2334

Time Based Art 4 SART 3344 to Media Art SART 3344

Time Based Art 5 SART 3354 to Media Art SART 3354

There would also be some changes to the course outlines and descriptions published. I have consulted with other staff in the area and will also consult with Sue Rowley over possible very minor changes in name to a number of courses delivered by the School of Art History and Theory.

The reasons for this change at this time are many, and I list some of them below:

1. Though not without international precedent (Hull Time Based Art, Time Based Art UCLA), Time Based Art is a relatively obscure term on its own, that is little understood by prospective students and other staff at COFA. Subsequently the area has become practically 'invisible' within the School of Art simply because of the title of these courses.
2. The term Time Based Art was applied to these courses when the area was part of a larger School of Media Arts. Without this overall structure the term has become even more obscure.
3. The previous Dean of COFA was philosophically opposed to the term Media Art being associated with the Fine Arts, therefore it could not be changed by me before his time.

4. Other similar uses of the term include: the Media Art Academy Köln, the Dutch Media Art Institute, School of Media Art and Design, UCLA, the European Media Art Festival, Media Art Encyclopaedia (for video art), Media Arts, RMIT.

I am happy to answer any queries you or others may have about this name change.

regards,



John Gillies

Lecturer, School of Art, College of Fine Arts.