"REMIX"

BY NICHOLAS LEONARD

REFERENCES

Ferguson, K. (2012). Everything is a Remix. *Retrieved from vimeo. com/kirbyferguson*.

Gunkel, D. J. (2016). *Of remixology: ethics and aesthetics after remix*. MIT Press.

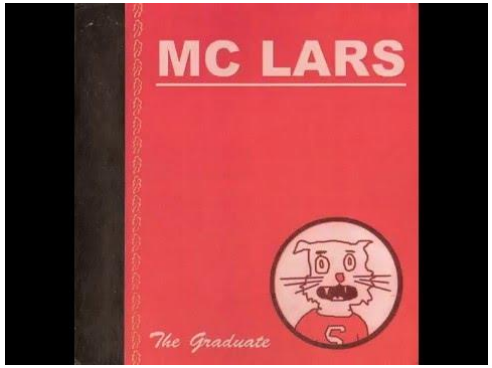
Navas, E. (2012). *Remix theory: The aesthetics of sampling*. Wien: Springer.

LET'S MAKE SOME ART!

- Don't act surprised... you knew this week was that art guy's turn to present!
- Create a your own unique superhero
  - Must draw what your hero looks like
    - (don't worry about drawing quality)
  - Must be able to describe super power(s)

CONTENT FOR TODAY:

- Finding common ground
- Addressing remix through art
- The curious case of digital art
- Remix and Creativity
- DBAE and Visual Culture
- Artwork critique



POWER OF WORDS

- "Deciding on a name,therefore, is never a neutral act or a naive occurrence" (Gunkle, 2016, p.25)
  - Art has "open ended" questions
    - Also called "ill-structured" questions
      - I don't like this negative tone you are using!
  - What does "Remix" mean to you
    - Collage, Mash-up, Bootleg, etc...

"ORIGINALITY"

- “...Because in the end you'll amount to be a, a kid without a brush no one in this generation has any originality. No one is trying and we're all becoming Lazy! We're all lazy! Don't copy instead of create.”

RIMIX AND ART

- Remix and Art
  - Selection of medium to make art is selecting how the idea will be recorded.

RIMIX AND ART

VALUE AND DIGITAL ART

- The Platonic/Patriachy perspective
  - Value on the original, authenticity
- Mercedes, J. D. (1998). The application of feminist aesthetic theory to computer-mediated art. Studies in Art Education, 40 (1), 66–79.
  - Content, Context, Meaning, Relationships

Remix and Creativity

- “In other words, the point of the critical effort is not to decide, for example, whether remix is a new form of creativity or not, but to identify and reevaluate the concept of creativity that has already been mobilized and operationalized in these disputes.” (Gunkel, 2016, P.xxv)

Remix and Creativity

- Modernist understanding of creativity
  - Inherent in the individual
    - Research on creative individual behaviors to then replicate for all other non-creative people.
- A Postmodern view from social psychologist Csikszentmihalyi (1996)
  - Creativity is located within the environment
    - Domain with symbolic rules
    - Person who brings novelty to the domain
    - Experts that pass judgment on the novel idea, gatekeepers

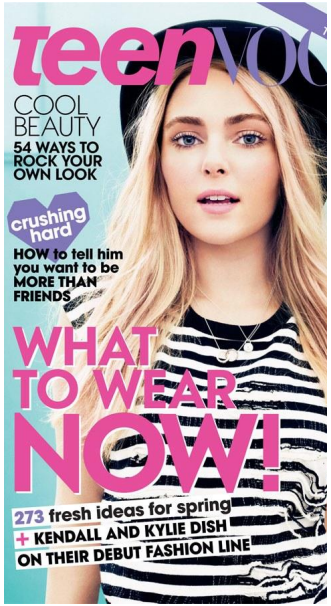
Creative Ideas (4 Categories)

- Kaufman & Beghetto (2009)
  - Mini-c: Personal discovery, part of learning, majority remain as a mental construct
  - Little-c: Personal discovery that is made tangible but is not new to the domain. Ex. Learning to code "Hello World"
  - Pro-c: Master of a domain, produces novel ideas at a high level but fail to achieve Big-C label
    - What is Big-C?
  - Big-C: Creative discovery that changes the domain or creates a completely new domain.
    - Not common, not always achived during lifetime.

DBAE and Visual Culture

- DBAE = Discipline Based Arts Education
  - The Depression and the Getty Foundation
    - You are now learning about old dead white guys
- Visual Culture
  - Visuals are designed by others and have content, context, meaning, and a relationship.
  - Inclusive to fine art as well as popular culture
  - Focus on constructing identity

DBAE AND VISUAL CULTURE



ARTWORK CRITIQUE

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no

ARTWORK CRITIQUE

- Using a postmodern / Visual Culture perspective
  - What is the content of your superhero
  - What is the context of your superhero
    - Previous knowledge, experiences, inspiration, etc...
  - What is the meaning of your superhero
  - What is the relationship of your superhero

QUESTIONS
THANK YOU!
COMMENTS