

# AD 33400 New Media Culture



Tamiko Thiel and Will Pappenheimer, *Biomer Skelters*, Augmented Reality in urban space (2013 - ongoing).

**AD33400 New Media Culture** (cross-listed with AMST30100)  
AD33400 CRN: 16165 (AMST30100 CRN: 16161)  
Fall 2018, 9:00-10:15 TTh, KNOY B041  
instructor: Dr. Shannon McMullen (smcmullen@purdue.edu)  
prerequisites: none

AD334000 *New Media Culture* will explore the cultural significance, social implications and artistic applications of new media technologies. We will strive to understand contemporary and historical relationships between technology, culture and art. What are the cultural, political and aesthetic possibilities of a society permeated by social media, smart phones, video and digital cameras, computer interfaces, search engines, locative media and video games? How might they differ from 'old' media? Through discussion, reading, screenings, guest lectures and creative experiments, we will critically reflect on everyday new media practices (surfing, sharing, uploading, downloading, 'surveilling,' programming, hacking, etc.), emerging technologies (AR, VR, CV) and their historical predecessors to understand changing relations between humans and machines in the contemporary American cultural context.

**ETB|AMST**  
Department of Art & Design  
and American Studies Program