

LABoral ORGANISES A COURSE WITH LA UNIVERSITAT OBERTA DE CATALUNYA ON "INNOVATION AND ART IN DIGITAL CULTURE"

The programme is part of the work being carried out together by both institutions, together with the University of Oviedo, to meet educational, training, research, scientific and technological needs in the domains of art and digital culture.

LABoral Centro de Arte y Creación Industrial has been the motive force behind this summer's course on *Innovación en Arte y Cultura Digital* [*Innovation in art and digital culture*] with La Universitat Oberta de Catalunya (UOC). The course will be held this July in the virtual classrooms of the UOC. It is result of an ambitious collaboration between three organisations in which La Universitat Oberta de Catalunya, the University of Oviedo and El Centro de Arte y Creación Industrial in Gijón will work together to provide an educational programme. Its goal is to answer the practical and theoretical needs of students, professionals and interested scholars working in the fields of audiovisual communication and current technological culture.

With this objective, La Universitat Oberta de Catalunya, The University of Oviedo and LABoral are currently defining a collaboration agreement whose goal is to contribute to the strengthening of the cooperation between the three institutions. This should establish the basis for future activities that explore other possibilities of working together.

In this way, the two academic institutions and LABoral realise the philosophy of the Bologna Accords that conceive of higher education and research as priorities that should occupy centre stage in the national debate on improving the way Spanish universities promote progress, well-being, progress, culture and competitiveness, reinforcing their role as driving forces of the productive economy, with the responsibility to sketch out the new Spanish society for the 21st century.

INNOVACIÓN EN ARTE Y CULTURA DIGITAL

Innovación en Arte y Cultura Digital [*Innovation in art and digital culture*] will be held from July 6 to 30 and will study the changes and transformations of today's artistic and cultural productions under the influence of information and communication technologies. It will take an interdisciplinary perspective, exploring the topic's connection with the important discussions currently taking place on an international level in the fields of art, the humanities, communication and the social sciences. The programme will be complemented by the International Symposium *Feedforward*, to be held on October 24th and 25th at LABoral Centro de Arte y Creación Industrial, some of the speakers being also members of

the panel of experts of the course coordinated by the UOC. Those people who have participated in the course will be allowed to attend, receiving from the UOC one ECTS credit (European Credit Transfer System).

Innovación en Arte y Cultura Digital is intended for cultural producers (artists, critics, curators, journalists) and professionals working in the domains of artistic, social and cultural intervention, ranging from critical and creative productions in and on culture and art in various formats (artistic, journalistic, exhibition, publicity) to educational and social practices through culture (professors, social educators, social workers, youth professionals). Industry and the system of culture (managers, directors, politicians) as well as professionals in creative industries and cultural institutions in the widest sense - involved in the processes of management, production, planning, promotion and cultural dissemination, interested in analysing the impact of ICTs on industry - are all included in the intended audience.

The course will take three complementary and interrelated approaches to the subject matter. The first will be an historical and theoretical approach to new practices in the arts and digital culture. The second will be more theoretical-practical approach when examining new production processes and the dissemination of these practices. Finally, the third will be a structural approach, discussing the political economy of art and digital culture.

Innovación en Arte y Cultural Digital will study exemplary cases of artistic practices linked to current technosciences and will use theoretical texts for their interpretation. The course will be supplemented with a compilation of key materials (texts, videos, links, specialised bibliography, compilation of interviews with artists, interactive video installations, etc.). Consultants and prestigious professionals from around the world will contribute to the enriching the debates on the subject matter and the course's activities.

Dates: 30.06.09 – 30.07.09

Character: virtual course, on the UOC virtual campus.

Directed by: Pau Alsina, Raquel Rennó and Pau Waelder

Duration: 30 hours

Fees: 219 € / 234 € (with applicable discounts)

Certified: university level course

Credits: 1 ECTS credit (participation in the Feedforward Symposium is also equivalent to 1 ECTS credit).

Information: <http://www.uoc.edu/uvv> or telephone 902 141 141

Registration period: May 27 to June 16, 2009 (1st period)

From June 17 to June 26 / July 2* 2009 (2nd periodo)

PARADIGMA DE LA ALTA DEFINICIÓN (HD) EN LOS NUEVOS MEDIOS DE COMUNICACIÓN

From July 6th to the 10th the course *Paradigma de la Alta Definición (HD) en los Nuevos Medios de Comunicación [The Paradigm of high definition (HD) in the new communication media]*, will also take place, coordinated by the University of Oviedo. The course's main objective is to familiarise

students with information and communication technologies for the development of an audiovisual cultural product in the context of a new model for society.

The course will provide an introduction to audiovisual formats with special attention paid to high definition (HD). During the lectures, fundamental concepts will be reviewed concerning production equipment and transmission in high definition, as well as analysing digital and interactive television, traditional film and digital cinema. Production and distribution of digital cinema. It will also include an introduction to the audio-visual world on the internet, videoconferencing systems, streaming, IP-TV and the future possibilities provided by new communication media.

Dates: 6.07.09 – 10.07.09

Time: 9:00 AM to 3:00 PM.

Character: Presential

Duration: 45 hours

Fees: 211,10 € / 342,14 €

Course type: Equivalent to 4.5 free credits

Venue: University Services Building in Avilés (University of Oviedo)

Information: www.uniovi.es