

Reproduction of New Media Art Village around NTUT: Heterotopia of Visual Culture Art Education

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Abstract : 'Heterotopia', 'Visual Cultural Art Education' and 'New Media' of these three subjects seemingly are irrelevant. In fact, there are synchronicity and intertextuality inside. In addition to visual culture, art education inspires students the ability to reflect on popular culture image through visual culture teaching strategies in school. We should get involved in the community to construct the learning environment that conveys visual culture art. This thesis attempts to probe the heterogeneity of space and value from Michel Foucault and to research sustainable development strategy in 'New Media Art Village' heterogeneity from Jean Baudrillard, Marshall McLuhan's media culture theory and social construction ideology. It is possible to find a new media group that can convey 'Visual Culture Art Education' around the National Taipei University of Technology in this commercial district that combines intelligent technology, fashion, media, entertainment, art education, and marketing network. Let the imagination and innovation of 'New Media Art Village' become 'implementable' and new media Heterotopia of inter-subjectivity with the engagement of big data and digital media. Visual culture art education will also bring aesthetics into the community by New Media Art Village.

Keywords : social construction, heterogeneity, new media, big data, visual culture art education

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