Hanze

Programme

Qualification awarded
Master of Arts

Length of the programme
24 months

ECTS credits
120

Level of qualification
Master

Mode
Full-time

Language
English

School
Arts, Design & Built Environment

Locations
Groningen

Fine Art and Design study program MADtech

Profile of the programme

The MADtech study programme educates artists from the related fields of media performance, fine art, design and technology. The combination of these fields refers to overlapping artistic practices, which include emerging media, visual and performing arts, and experience design. Students of the programme seek to achieve a deeper understanding of and higher level of specialization in their artistic practice. They wish to do artistic research into subjects related to the fields mentioned, which involves exploring the use and application of media and technologies from an artistic perspective, creating virtual or actual objects that allow a connection with the environment and the processing of data from the environment, and that perform processes and/or visualize results of such processes. Technology is not seen as an end in itself, but it is also not only used as an implement. Participants artistically explore a wide range of technologies to interpret, imagine and change the human 'interaction' with a transforming world. The students work with these technologies with a tinkering mentality: tinkering in the sense of deconstructing, adapting and reconstructing existing structures by working and experimenting directly with them, with an open-ended outcome. The students have the opportunity to playfully and experimentally explore and investigate new technologies and to recontextualize old ones – in short, they will become 'media performers, artists and designers doing strange and unexpected things with technology'.

Learning outcomes

1. Artistic Vision and Creation
The graduate initiates and develops artistic work grounded in a personal vision, using experimentation, materials, techniques, media, and technologies. They adapt to uncertainty and complexity, producing meaningful and original outcomes.

2. Research and Method Development
The graduate formulates research questions from their own artistic practice and conducts practice-based investigations. They generate new methods, approaches, and insights that contribute to the development of their discipline.

3. Critical Reflection and Positioning
The graduate critically analyses their own work and the work of others, situating it within theoretical, historical, and cultural frameworks. They articulate how their practice engages with, challenges, or contributes to broader artistic and societal contexts.

4. Ethical and Societal Awareness
The graduate demonstrates ethical awareness and considers the societal, cultural, ecological, and relational impact of their work, reflecting on how art can engage with or transform human interactions and communities.

5. Collaboration and Interdisciplinary Engagement
The graduate works effectively in collaborative and interdisciplinary settings, exchanging ideas, integrating perspectives, and contributing actively to collective projects and dialogues.

6. Professional Practice and Self-Management
The graduate organizes, manages, and develops their professional practice autonomously. They plan and execute projects, negotiate resources, and create conditions that allow for sustained and independent artistic work.

7. Communication and Dissemination
The graduate communicates and presents their research and artistic work effectively, through exhibitions, performances, publications, or digital media. They engage audiences and stakeholders, making the process and outcomes of their practice accessible and impactful.

Programme

Fine Art and Design study program MADtech	**credits**
Year 1	60
Studio 1	*35*
ADVM26SW1 - Studio Work 1	*30*
ADVM26CTL1 - Creative Technology Lab 1	*5*
Collaborative Projects 1	*10*
ADVM26ERP1 - Exploring Research Practices	*5*
ADVM26PT1 - Projects & Trips 1	*5*

- Discourse & Practice 1 *10*
  - ADVM26DC1 - Discursive Contexts *5*
  - ADVM26WM1 - What Matters 1 *5*
- Present, Publish & Perform 1 *5*
  - ADVM26RLP1 - Research Log & Presentations *5*

Year 2 60

- Studio 2 *30*
  - ADVM26SWT2 - Studio Work 2 *25*
  - ADVM26CTL2 - Creative Technology Lab 2 *5*
- Collaborative Projects 2 *5*
  - ADVM26PT2 - Projects & Trips 2 *5*
- Present, Publish & Perform 2 *15*
  - ADVM26WM2 - What Matters 2 *5*
  - ADVM26TFD2 - Thesis (Framework & Draft) *5*
  - ADVM26PGP2 - Graduation Prep & Presentations *5*
- Graduation Programme *10*
  - ADVM26GP2 - Graduation Project / Work *5*
  - ADVM26GT2 - Graduation Thesis *5*

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