

WHAT IS NEW MEDIA ART? (THEORY ON DIFFERENT TYPES OF ART)**R. C Hoetzlein, 2009****INTRODUCTION**

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A range of new forms of contemporary art – many of which are found in this portfolio – are largely invisible to the general public. As a culture we tend to equate art with the products of film, television, and popular music. While these are well known, new areas for expression in art have greatly expanded in the past few decades.

Classically, we tend to think of art as consisting of drawing, painting, printmaking, sculpture and more recently photography. In the modern world, we might also including the production of film and television. The developments of computer graphics have brought digitally-based art to the general public through modern filmmaking. However, there are many novel art forms arising from digital and physical medium which are still largely unknown and relatively invisible, but which have been in production from many decades now. Some fields of New Media Art include kinetic sculpture, information art, organic and algorithmic art, interactive art, machinima and game design. Yet many forms of new media remain relatively unknown. I believe this is largely due to a lack of context and general theory in New Media Arts.