

- Hybridization involves innovative ways of combining art disciplines; “hybrid” forms of art.
- Duration explores the nature of time and how its perception can be manipulated and presented, such as film.
- Interactivity involves viewer participation and includes art forms such as interactive installations, performance art, gaming environments, and web-based art.
- **Point of view can be expressed both conceptually – revealing, for example, the artist’s political perspective – and physically through perspective.**

EXPLORING POINT OF VIEW POSTED BY CRAIG



“point of view” has always been a favorite of mine. In a world becoming splintered by opposing cultural, political, and religious points of view, fostering students’ understanding and respect for differing points of view is increasingly critical if we are to remain a civil, democratic society. When considering works of art and photographs, “point of view” can refer to the place or physical position from which the artist or viewer looks at a subject (e.g, eye-level or birds-eye view). It can also refer to an attitude or opinion the artist is expressing about the subject (e.g, as in Picasso’s [Guernica](#)).

Pablo Picasso

1937, Oil on canvas

349 cm × 776 cm (137.4 in × 305.5 in) *HUGE!*

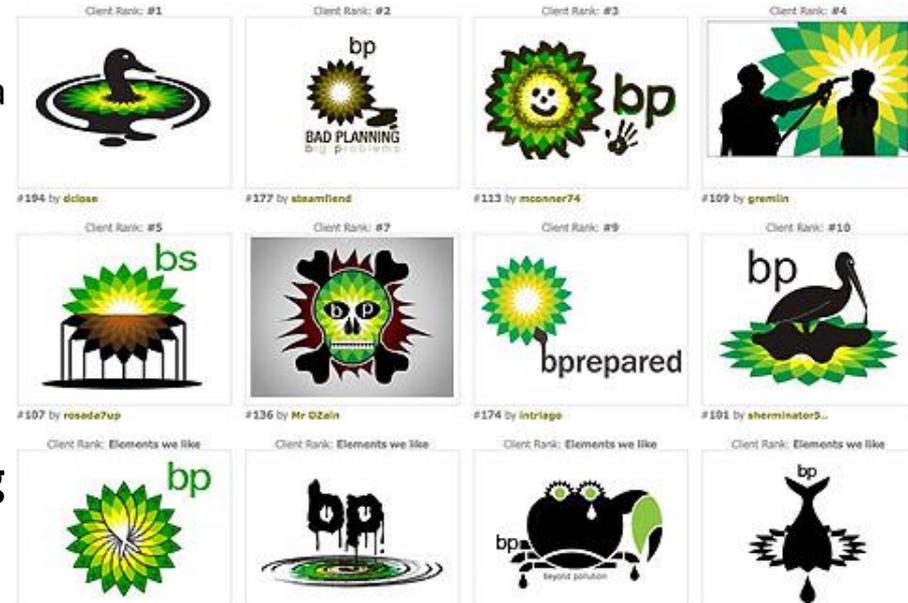


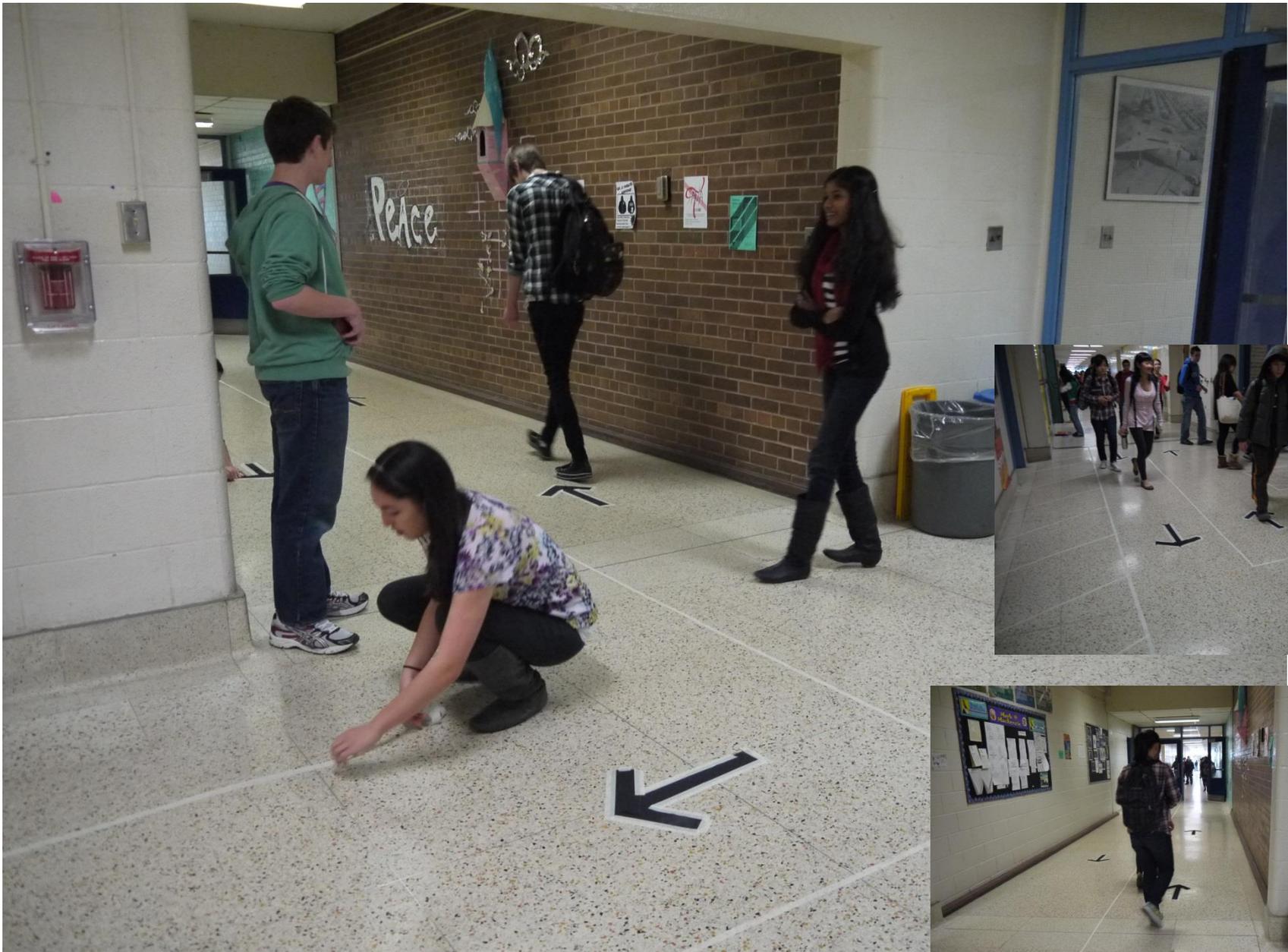
Guernica was created in response to the bombing of Guernica, a village in northern Spain, by German and Italian warplanes at the behest of the Spanish Nationalist in 1937 during the Spanish Civil War.

Guernica shows the tragedies of war and the suffering it inflicts upon individuals, particularly innocent civilians. This work has gained a monumental status, becoming a perpetual reminder of the tragedies of war, an anti-war symbol, and an embodiment of peace.

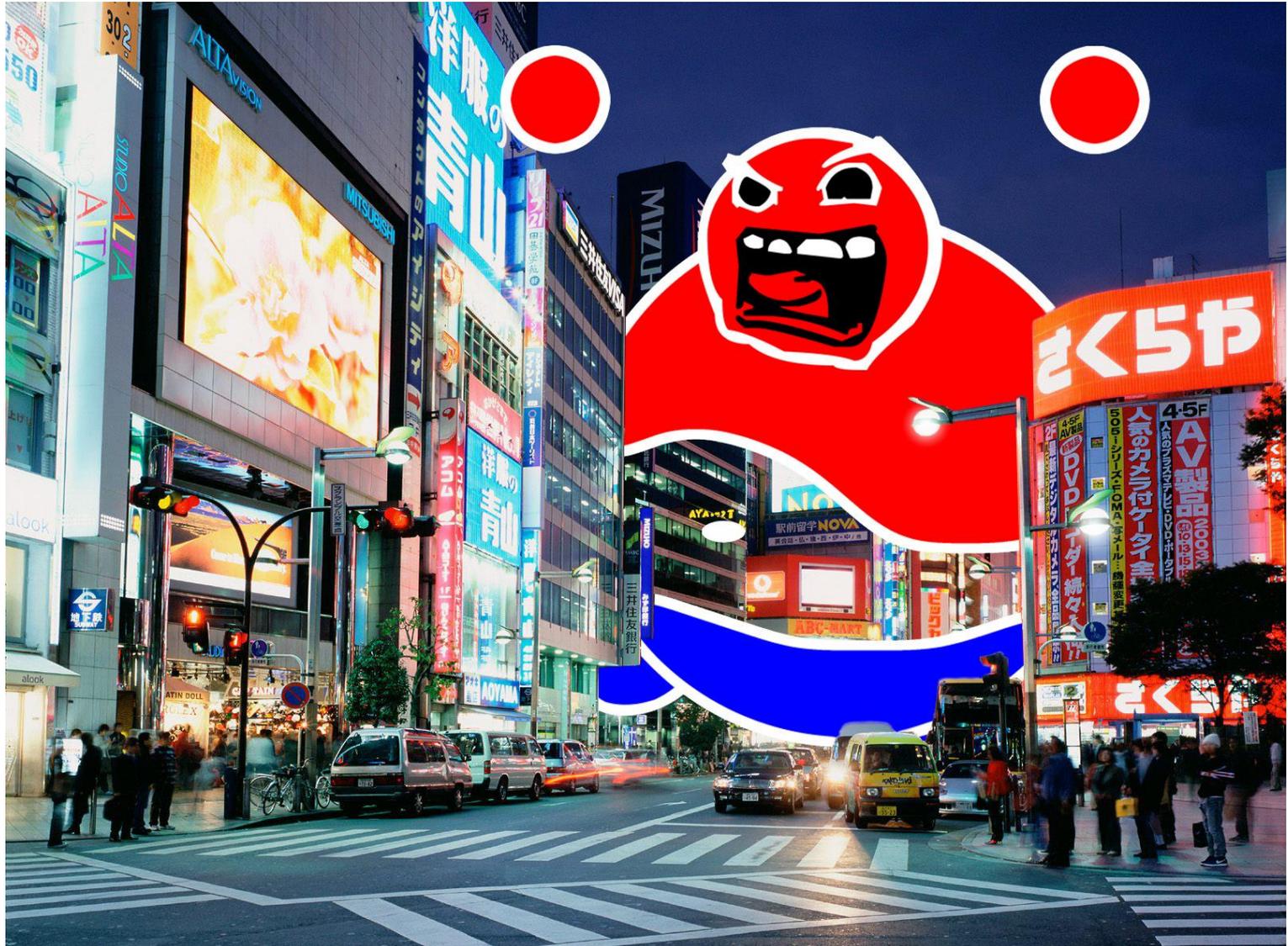


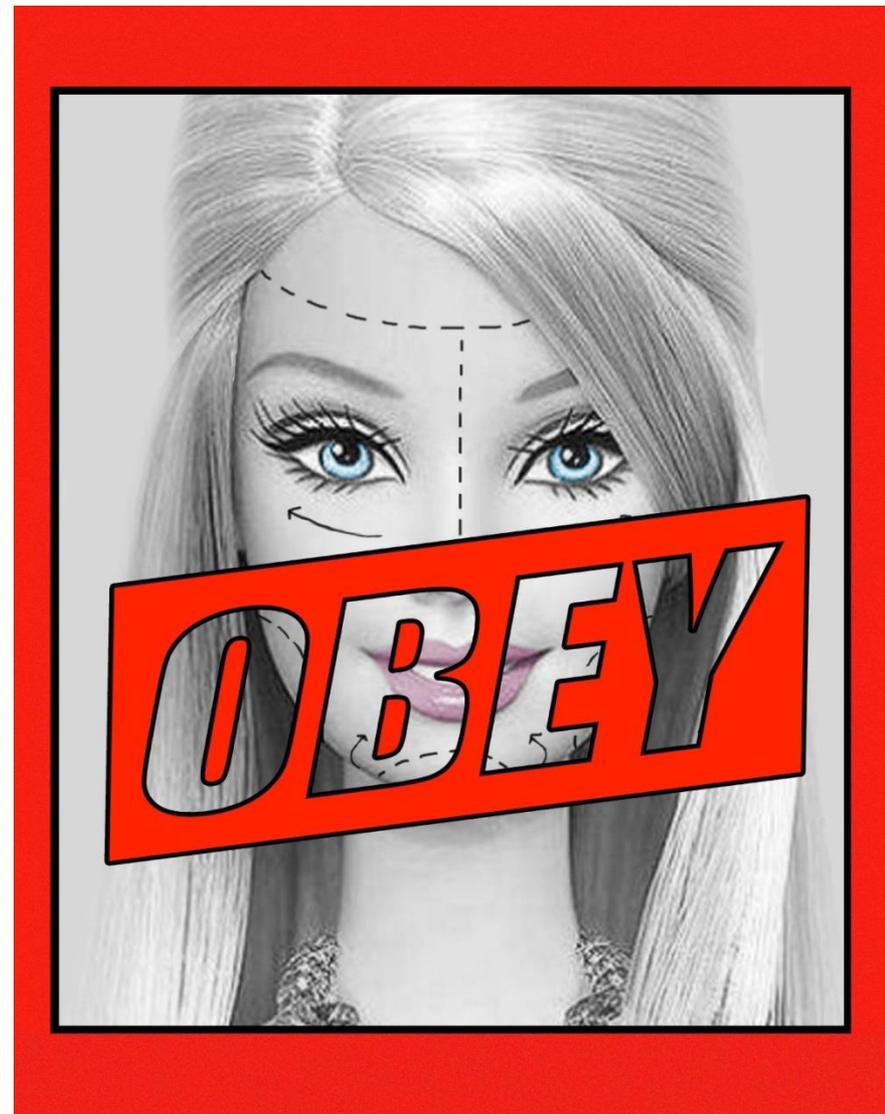
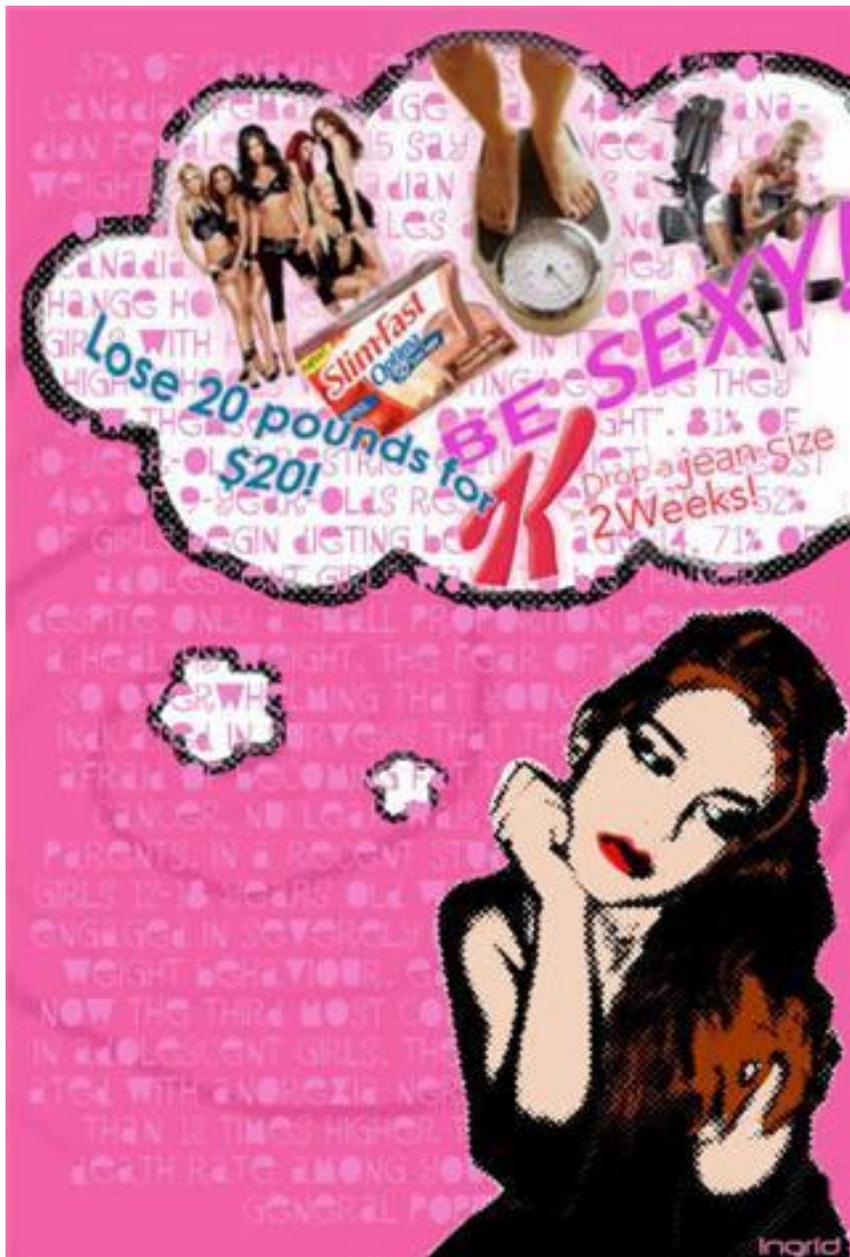
Critics were quick to accuse the company of "greenwashing" its image, especially in the aftermath of a 270,000 gallon crude oil spill in Alaska in 2006. But the criticism really stung after last year's Deepwater Horizon disaster, when a BP rig in the Gulf of Mexico exploded, killing 11 employees and eventually releasing 80 million gallons of oil into the ecologically sensitive Gulf. **After the spill, subversive BP logo redesigns became a short-lived Internet meme, putting a whole new spin on this corporate re-branding failure.**





Student examples





Student examples

ART

DESIGN



SCIENCE

ENTERPRISE

Graphic by Pascal Bore, Digital Futures Initiative
graduate student.