

Hacking Global Pop Icons, Zürich

Im Rahmen der „Shared Campus Summer Schools 2021“

Angebot für

Bisheriges Studienmodell > Hochschulweites Lehrangebot > Z-Module

Nummer und Typ	ZMO-ZMO-L007.3.21H.001 / Moduldurchführung
Modul	Hacking Global Pop Icons, Zürich
Veranstalter	Z-Module
Leitung	Tom Gerber — Director for Feature Films and TV series, Movie Editor and Lecturer (ZHdK) Claudio Bucher — Author, Music Producer, Cultural Advisor (ZHdK)
Zeit	Mo 5. Juli 2021 bis Fr 23. Juli 2021 3 Wochen
Anzahl Teilnehmende	8 - 30
ECTS	6 Credits
Voraussetzungen	Proficient in English
Zielgruppen	Level: BA, MA, MPhil, PhD Disciplines: all arts and design disciplines
Inhalte	Global Icons have local meanings: What do they say about our identities, society and culture? What makes an icon? How can we deconstruct, remix and hack it? In this three-week summer school, a global pop icon will serve as the common starting point for cultural analysis and for the transdisciplinary production of new artistic and journalistic works seeking to deconstruct, remix and expand the influence of the chosen icon. Participants from Europe and Asia will collaborate through using various methods of research (ethnographic field research, pop culture theory, reception theory, discourse analysis) and through co-creation in various formats. This practice-based summer school will offer students a unique opportunity to experience new creative fields in transcultural collaborations and to learn about cultural concepts in global contexts situated between high and low culture, global mainstream and transcultural adaptation. Focusing on a chosen icon (e.g. Michael Jackson, Maria Magdalena, Dragon Ball/Journey to the West, Emoji, Kanye West, Frida Kahlo), the different projects will interconnect and influence each other. Collaboration will result in a final presentation in multiple formats (e.g. fiction and documentary film, interactive media, performances, creative nonfiction, short stories, comics, podcasts, discourse analysis, spatial installations, art in public space, songs, music videos, etc.).
Leistungsnachweis / Testatanforderung	80% Anwesenheit
Termine	5 - 23 July 2021
Dauer	3 weeks
Bewertungsform	bestanden / nicht bestanden