

# The New Language of Art - Intermediality and New Media in Art Education

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## **Abstract**

**Computerization of culture leads to the emergence of new cultural forms that affect the entire visual culture of societies, wrote Lev Manovich in his book The Language of New Media. Therefore, the education which will allow us to indicate the appropriate direction of the new media aesthetic development to the next generation seems to be particularly important.**

**In Strzeminski Academy of Fine Art in Lodz (Poland) we realize a project that fits in with the problem of intermediality and the application of new media in art and education. The aim of the project is mostly to examine the preparation for the reception of the modern art among children and young people in the Lodz region.**

**Another task is to disseminate the works of artists: teachers and students of the Faculty of Visual Arts Strzeminski Academy of Fine Art. In the context of discussed issues, the art works combining traditional artistic techniques with the latest technological achievements are especially interesting. During the research the youngest artists are encouraged to do their own works inspired by the multi-media works of professional artists.**

## **Keywords**

Intermedia, Multi-media, Art reception, Art education.