

53155 Hypermedia Spring 1993 Course Outline

Course Objective

To provide students with a critical, theoretical and practical introduction to the area of Hypermedia production. Hypermedia products utilise computer-mediated combinations of text, graphics, video, animation and sound, allowing people a higher degree of interaction than is possible with traditional narrative media formats. Hypermedia production has applications in various sectors including publishing, tourism, museums, advertising and education and is an extremely new and exciting area of media production.

Assessment Project

To research & evaluate Hypermedia in Sydney: a "What is Hypermedia" project, with students working in small groups (3-4), choosing a Hypermedia product, analysing it and presenting their findings as a Hypercard stack.

This analysis will include:

- finding out who made it, for what purpose and target audience
- critical and theoretical analysis of the product, including images and sounds used, particularly noting any racial, sexual or other stereotyping
- the effectiveness of the navigation path
- use of icons and metaphors
- what effect all these choices have on the final product
- your opinion of its effectiveness
- your personal response to using the product

The Hypermedia products that are researched could be drawn from various sectors such as education- eg the "Parliament Stack", publishing eg "Alice To Ocean"; art galleries, museums, video parlors, shopping centres etc. There is a possibility of studying Roberta Friedman's innovative "Erl King" which may be installed in Sydney this semester.

Students will be required to present their findings –the factual, the experiential, the quantitative, the qualitative, the critical and the artistic–in a Hypercard format, comprising at least 8 cards from each student (each group therefore will produce a stack of 24-32 cards). This project is due by the last class of the semester.

Assessment is based on the successful completion of the project, as well as attendance and involvement in lectures and completion of class exercises. Students who miss more than two classes may fail. Medical certificates should be produced to explain absences. Any student who does not make an equal contribution to a group project may also fail.

Course Structure

Week 1: **Lecture:** Intro to course & area: What on earth is Hypermedia?
Tute: Interactives set up include: Alice to Ocean/ Interactive Colour / Multimedia Encyclopaedia/ Parliament Stack / Beethoven's 9th Symphony. Students to assess these using a range of questions; followed by class discussion on student reactions to products.

Week 2: **Lecture:** What is unique about Hypermedia; what is non-linearity? History of hypermedia in terms of computer animation, graphics/ DTP revolution, computer games etc.

Tute: Hypercard tour, opening up Hypercard, differences between browsing, scripting etc, intro. to Hypercard menus, buttons, cards, fields.

Week 3: **Lecture:** Guest Lecture: Chris Nash: History of the medium/ its place in a media context/ hypermedia in museums/ electronic publishing

Tute: Hypercard basics: how to make a 3 card loop- to be completed by wk 4.

Week 4: **Lecture:** Hypermedia and Cultural Theory

Tute: Intro to basic scripting; finish 3 card loop.

Week 5: **Lecture:** User interface and navigational design

Tute: Excursion to Powerhouse with questionnaire- incl. how were stacks structured, user interface, difficulties etc.

Week 6: **Lecture:** Visual design of Hypermedia: Grids/ Icons / metaphors

Tute: Report back on Powerhouse visit. Demonstrate & discuss navigational design of selected exhibits

Week 7: **Lecture:** Guest Lecturers: Michael Finucan and Maryanne Hamilton: Sound in the Digital Environment

Tute: Intro to Sound and its recording in Hypercard. Intro to graphics and its scanning in Hyperscan.

Week 8: **Lecture:** The production process: How an interactive is produced, using "Waste Watching" prototype as a case study.

Tute: Students experiment with Waste Watching Interactive. Discussion of student proposed projects- project synopsis due week 9

TUTE BREAK : 2 Weeks

Week 9: **Lecture:** Guest Lecture: Cathy La Fontaine, Systems Officer, Interactives, Powerhouse Museum

Tute: Students to present synopsis of project to class & hand it in, including basic diagram of desired navigation. Scripting & navigation in Hypercard, part II .

Week 10: **Lecture:** The nuts and bolts of bits and bytes: storage, memory etc and other important practical considerations

Tute: Additional Hypercard features

Week 11: Lecture: Intro to Digital video/Digital animation: transitions and editing, pros and cons of digital technology

Tute: In class production of student projects

Week 12: Lecture: Guest Lecture: Chris Chesher: Virtual reality

Tute: In class production of student projects

Week 13: Students present finished projects to class

Readings:

"**Hypermedia**", the book of course readings will be available for purchase at the Union Shop from the beginning of week 2, costing around \$4.

Suggested References:-

* **Hypercard Stack Design Guidelines**, Addison-Wesley, 1989, Apple Computer Inc

* **Hypertext: The Convergence of Contemporary Critical Theory & Technology**. John Hopkins University Press, 1992, Baltimore etc

On Closed Reserve:

***The Complete Hypercard Handbook**, D. Goodman, Bantam Book

Contacts:

Lecturers:

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Mon 6-9.30	Sally Pryor	Office: Rm 420	Ext: 2283

Production Co-ordinators:

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