

Hypermedia Outline

Running for the first time in Spring 1993, the aim of this subject is to provide students with a critical, theoretical and practical introduction to the extremely new area of Hypermedia production. Hypermedia products utilise combinations of text, graphics, video animation and sound onto computer, allowing people a higher degree of interaction with the “product” than traditional narrative media formats. Hypermedia products are being produced for various industries, including publishing, tourism, museums, advertising and education.

In studying Hypermedia, students will attend lectures (including guest lectures from Hypermedia industry) look at case studies of existing Hypermedia, and critique and redesign products using skills acquired in workshops. Key elements to be covered include:-

- * The construction of non-linear versus linear narratives
- * Visual design
- * Sound Design
- * Navigational Design
- * Transitional Design (“editing” between parts of a product)
- * The production process- from project conception through production, marketing & distribution
- * The social & political discourses implicit in Hypermedia (and in fact any media) production- who is producing it?for whom? why?
- * Case studies: will be drawn from the various commercial, industrial & educational applications of Hypermedia, and will involve class excursions and analysis of different Hypermedia products.
- * Production: Students will also be introduced to basic production skills using Hypercard 2.1 and will produce a simple Hypermedia product or prototype