Hypermedia 54292/53155
Autumn 1996
Course Outline

Course Objective

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

Students will gain familiarity with programs commonly used in these productions including Director, Photoshop, Sound Edit 16 and Netscape. Note that the course contains only the very basic introduction to computer graphics and web browsing that is required to produce hypermedia. Students who want to explore these areas more fully should enrol for the appropriate courses, such as "DTP and Design".

The gaining of full "proficiency" in all these programs cannot be guaranteed and indeed is not the aim of the course. It is tempting to believe that creativity resides in the programs themselves- that's what the hype would have us believe. Sadly (or happily!) this is not the case- there is almost as much "bad" multimedia out there as there is "bad" home video, no matter which software is being used. This subject aims to give as much emphasis to criticism/creativity/concept/content as to software proficiency.

Assessment Project
The production of a small interactive movie in one of the following areas:-

• a simple interactive story
• an interactive CV
• a VERY modest game
• educational material (eg choose a small subject area)
• theoretical material that is drawn from your other academic work eg analysis of an ad campaign, semiotics of an image etc....
• other project approved by the lecturer

Students will work together in groups of 3-4 to produce the assessment project. This is primarily because of limitations caused by how much one person can actually produce in one semester, as well as the allocation of disk space etc. A group project also allows for skill sharing-eg combining someone strong on graphics, someone taking responsibility for sound, someone handling interactivity etc- or alternatively for greater output eg 15 movies linked together instead of 2. It is also extremely rare in the Multimedia industry for someone to make an entire production alone.

Feedback on assessment project:
As well as receiving verbal feedback in a class session at the end of semester, students should be prepared to self-assess the project with Sally and Sharon using the following criteria:-

•the aim or purpose of the your project
•the design of the navigation path
•the design of the interactivity, use of icons and metaphors, images, sounds etc
•what effect all theses choices have on the project
•your opinion of its effectiveness, whether you achieved your aim, what you would do differently next time...

Assessment is based on the successful completion of the project, as well as attendance and involvement in lectures and tutorials 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. Should any student feel that they will be unable to complete any part of the assessment, it is their responsibility to contact the lecturer.

Graduate diploma students will be assessed at a higher level than undergraduates. They will be expected to produce work which reflects the level of maturity and experience with which they enter the program. In addition Graduate diploma students are required to present a 10 minute verbal presentation/report to the class on a Web site of their choice. Issues that may be discussed include design, navigation, interface, interactivity, voice, audience etc

Course Structure

Week 1   **Lecture**: **Introduction to course & area & what is achievable:**
Tute: Hands on Hypermedia
Students view and assess a variety of hypermedia projects- interactive multimedia work, web sites etc- using a range of questions; followed by class discussion.

For your information: SIN's 'Artists and the Internet' is on at the Domain Theatre AGNSW on Saturday 9 March

Week 2:   **Lecture**: **What is unique about Interactive Media? Online vs "shrinkwrapped" delivery: what do these differences mean?**
Tute: Introduction to graphics in Photoshop
Scan/produce graphics for use in Interactive Movie next week Students to bring an HD floppy disk and images to scan/manipulate/create
Students "pitch" ideas for group projects

Week 3:   **Lecture: Multimedia using Director**
Tute: Part 1 and 2 of Interactive Movie exercise.
Students continue forming groups to discuss projects.

Week 4:   **EXHIBITION "Burning the Interface" CD-Rom exhibition featuring 30 national and international artists, MCA.**
All students to attend either in class time or in own time and choose one work which they could discuss in class the following week

Week 5:   **Lecture: Interactivity using Director**
Tute: Discussion of MCA Exhibition
Part 3 of Interactive Movie exercise
Students finalise groups for projects

TUTE BREAK:- 2 Weeks

> **NOTE:** *The AFC's annual multimedia conference, this year titled "The Language of Interactivity" is from the 11th to the 13th of April. There may be a possibility of some students attending free in return for working with the organisers. Sally will discuss this in class.*

Week 6: **Lecture/Tute: Sound in multimedia. Use of sound. Getting sound into Director.** Part 4 of Interactive Movie exercise

Week 7: **Lecture: The multimedia production process**
Tute: Web browsing with Netscape: part 2
Viewing of students <u>completed</u> Interactive Movie exercises
Students present their major project synopsis to class for discussion (also <u>hand in</u> for feedback)

Week 8: **Lecture: User interface, navigation, narrative and screen design**
In-class Production

Week 9: **Lecture: More adventurous scripting with Director**
Project synopses handed back.
In-class Production

Week 10: **Lecture: Graphics: review and advanced features**
Tute: Grad Dip Web Site presentations
In-class Production

Week 11: In-class Production

Week 12: Students present finished projects to class for review and discussion.

Week 13: No formal class. Students make appointment to meet in their groups with Sally and Sharon for project feedback sessions

Please note:- Timetable may be subject to change without prior notice

Suggested References:-

* **Hypercard Stack Design Guidelines,** Addison-Wesley, 1989, Apple Computer Inc
* **Demystifying multimedia : a guide for multimedia developers** Apple Computer, Inc. 1993
* **Visual Quickstart Guide Director 4 for Macintosh** Persidsky & Kobler, Peachpit Press 1995
* **Macromedia Web site**:http://www.macromedia.com/ (other sites will be discussed in class)
* **Director training tapes in the Library (if you have the stamina)**
* **Critical issues in electronic media** edited by Simon Penny. Albany : State University of New York Press, c1995.
* **The War of Desire and Technology at the Close of the Technological Age.** Allucquere Rosanne Stone, (Sandy Stone) The MIT Press, Cambridge, Massachusetts, 1995

* **The Reconfigured Eye.** William J. Mitchell. The MIT Press, Cambridge, Mass, 1994

Contacts:

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