

Hypermedia 54292/53155

Spring 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 can be tempting to believe that creativity resides in the programs themselves. 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 your project

- the design of the navigation path
- the design of the interactivity, use of icons and metaphors, images, sounds etc
- what effect all these 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 followed by class discussion.
- Week 2:** **Lecture: History, context and challenges of Interactive Multimedia**
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:** **Lecture: Interactivity using Director**
Tute: Part 3 of Interactive Movie exercise
 Students finalise groups for projects
- Week 5:** **Lecture/Tute: Sound in multimedia. Use of sound. Digitising and manipulating sound using Sound Edit 16. Getting sound into Director.**
 Part 4 of Interactive Movie exercise
- Week 6:** **Lecture: The multimedia production process**
 Students present their major project synopsis to class for discussion (also hand in for feedback)
 Completion of Interactive Movie exercise
- Week 7:** **Guest Lecture: Design and Production of Web Sites (to be confirmed)**

