



University of Technology, Sydney

**Faculty of Humanities and Social Sciences  
Department of Media and Text**

**54361 INTERACTIVE MULTIMEDIA & THE FILMMAKER  
&  
54393 INTERACTIVE MULTIMEDIA**  
Subject Outline

Tuesday 2-5pm  
Room 327

**Autumn Semester, 1998**

Prerequisites: Film & Video 1; plus either Animation or  
Hypermedia

8 credit points

<b>Co-ordinator &amp; Lecturer:</b>	<b>Megan Heyward</b>
Room:	3.343, Bon Marche Building (Contact Hours: Fridays 11.30 -1.30)
Phone:	9514 2329 or 9514 2323 (Department of Media & Text)
Email:	M.Heyward@hum.uts.edu.au
Fax:	9514 1595 (This is NOT to be used to submit assignments)
<b>Production Co-ordinator:</b>	<b>Sharon Etter</b>
Room:	3.438, Bon Marche Building

Most enquiries should be addressed to your lecturer, either in, before or immediately following class. However circumstances might arise where it is appropriate to contact the subject co-ordinator.

**WHEN PURCHASING READINGS FROM THE CO-OP  
BOOKSHOP, IT IS A REQUIREMENT OF THE  
COPYRIGHT AGENCY THAT STUDENTS PRODUCE  
THEIR STUDENT ID CARD.**

## Objectives

This subject aims to develop students skills in analysing, devising and producing interactive work as well as explore and extend notions of the interactive form. Particular attention will be paid to the relationships that interactive media have with film and video and how multimedia works may incorporate narrative and documentary forms. Several recent multimedia works will be studied in depth. Technical skills will be extended through advanced use of programs such as Director and Premiere, and Web publishing will be approached through workshops in Dreamweaver and Shockwave.

## Assessment

Assessment is based on the production of a major project, satisfactory completion of class exercises, as well as attendance and involvement in lectures and tutorials and completion of all 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. to discuss the situation. Students will fail if they do not complete the assessment tasks or fail to organise alternative assessment.

### The Major Project either

#### 1. A prototype of an interactive multimedia project.

This must comprise:

- a synopsis
  - a production plan
  - a detailed treatment
  - a flow chart (diagram illustrating navigational structure)
  - a description of user interface, interactivity and design elements
- plus two or more of the following:

- an interactive skeleton
  - sequences of digital video
  - sequences of digital images
- This can be seen as the basis of a funding application for a multimedia work.

OR

**2. Completion of an unfinished interactive project.** With additional supporting material eg earlier version, production diary, synopsis outlining the state of the project at the start of the semester versus the intended work, rough cuts etc to show that a substantial amount of work has been done to complete the project.

Some tips for the major project:

- Think small. Be creative as you like, but don't start making an epic - you won't get far in 13 weeks
- Work in groups. A group project allows for skill-sharing and specialisation (eg in graphics or digital sound) as well as enabling the production of a more substantial project.

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. This may be evidenced through work with a greater deal of supporting material, more advanced interactive skeleton etc.

## Weekly Outline

**Week 1: Subject Overview**  
Introduction to the subject matter and assessment criteria; students discuss relevant production skills and interests.

**Tute: Case Study Part 1**

Students become familiar with a recent U.S. non commercial multimedia work-  
"Mauve Desert" by Adrienne Jenik which strongly features video and narrative.

**Week 2:****Case Study Part 2- Film and video narratives in multimedia****Class discussion of "Mauve Desert" with regard to**

Complexity of narrative  
Comprehension of narrative  
Structure of the works  
Ease of use

**Tute: Narrative class exercise**

Practical Details: MacAdministrator; production teams, booking  
computers/ pin number lab access, saving group work to the server, allocation  
of server space and any other relevant business.

**Workshop: Out of class**

Scanning and Photoshop retouching workshop to be scheduled if necessary

**Week 3****Lecture: Extending notions of interactivity****Interactivity class exercise**

**Tute:** Review of basic authoring using *Director* if necessary  
Part 1 and 2 of Interactive Movie exercise.  
Students should finalise production teams

**Week 4:****Lecture: Extending notions of structure**

**Tute:** Part 3 of Interactive Movie exercise if necessary  
Project development/ discussions with Megan

**Week 5:****Guest Lecture: Artist presentation- Linda Dement**

**Tute:** Video Editing with *Premiere*

**Week 6:****Guest Lecture: Andrew Traucki, Australian Film Commission (to be confirmed)****Project synopsis reports to be handed in**

**Tute:** Playing *Premiere* movies from *Director*

**Workshops: Out of class**

\***Video-** Repurposing your videos for multimedia- digitising in *Premiere*

**TUTE BREAK 2 WEEKS****Workshops during Tute break:**

\* **Sound-**Digitising and editing sound for multimedia. Importing sounds into  
*Director* and *Premiere*

**Week 8:****Lecture/Tute: Basic Web publishing using Dreamweaver**

Project synopsis feedback

**Weekly Outline continued****Week 9:****Demonstration 1. "I Am A Singer" demo by Megan Heyward****Demonstration 2. Using Shockwave to play Director movies on Internet**

In class production

**Week 10:**

**Lecture/Tute:** In class production.

**Week 11:****Lecture: Avenues of Distribution for New Media**

**Tute:** In class production

**Week 12:**            **Lecture/Tute:** In class production

**Week 13:**            **Students present finished projects** to class for review and discussion. Students to make appointment to meet in their groups with Megan for project feedback sessions.

**Note:** outline may be subject to change based on the availability of Guest lecturers or other factors

## Readings

A combined booklet has been produced to cover the technical requirements of the subjects **Hypermedia, Interactive Multimedia and the Filmmaker and Interactive Media.**

## Other 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 5 for Macintosh** Persidsky & Kobler, Peachpit Press 1995
- \* **Interactivity By Design** Ray Kristof, Adobe 1995 (on Closed Reserve)
- \* **The Art of Human-Computer Interface Design** B. Laurel. Addison-Wesley 1990
- \* **Electronic arts in Australia** ed N. Zurgrugg Continuum, The Australian Journal of Media and Culture Vol.8, No.1 1994
- \* **60 Minute Guide to Shockwave** Hurley, Gregg and H. IDG Books 1996
- \* **Macromedia Web site:**<http://www.macromedia.com>
- lingo links** <http://clevermedia.com/lingolinks.html>
- lingo mailing-list archive** <http://hakatai.mcli.dist.maricopa.edu/director/digest/index.html>
- The Business of Electronic Publishing** ed. J.Colette and M.Quinn, Allen & Unwin 1997

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