

Faculty of Humanities and Social Sciences

Department of Media Arts and Production

Course name: B.A. in Communication (Media Arts & Production)

50157 New Media

8cp

Professional Strand- Media Arts and Production

200 level

Subject Co-ordinator: Megan Heyward

Pre-requisites: MAP 1; MAP 2

General Description:

In this unit, students engage with the conceptual and production practices and techniques involved in the development of interactive multimedia/new media. The issues and challenges of producing interactive media works are explored through project development and in depth production exercises involving software such as Photoshop and Macromedia Director.

Objectives:

The New Media unit introduces students to production practices and techniques involved in the development of interactive multimedia/new media. Students will produce a small interactive media project using Photoshop and Macromedia Director. With an emphasis on the production of disc based projects (CD-ROM), students will also study works from various industry sectors (such as educational, games and new media art) in order to gain an understanding of the differing requirements and stylistic approaches encountered in these works. This unit is recommended to be undertaken as the first multimedia unit in the MAP degree, and is a prerequisite for the advanced unit.

Content:

Lectures and tutorials will allow students to become familiar with various conceptual and production issues involved in new media production; including structure, historical influences, and the various challenges involved in developing new media works for different audiences and industry sectors. Workshops will cover a number of production techniques in Photoshop and Director, allowing students to produce a small new media project through the course of the unit.

Teaching and learning strategies:

This unit will be taught in a combination lecture, tutorial, in-class and out of class workshops.

Weekly Schedule of Topics and Classes:

- Week 1: Introduction to course and case studies of new media works
- Week 2: New media projects in focus
- Week 3: History, context and challenges of Interactive Multimedia.
Multimedia using Director.
- Week 4: Interactivity using Director.
- Week 5: Navigational structures in multimedia
- Week 6: The typical multimedia production process
The User Experience: interface and screen design.
- Week 7: Project synopsis presentations.
- Week 8: Incorporating advanced interactivity into projects
- Week 9: Project management issues re your works/ external casts, linked
movies etc.
In-class Production.
- Week 10: In-class Production.
- Week 11: In-class Production.
- Week 12: In-class Production.
- Week 13: Students present finished projects to class

Assessment:

A number of criteria will be involved in assessment, including:

- * In class presentation and submission of new media project synopsis
- * Development and outcome of the new media project
- * Successful completion of set production exercises
- * Attendance and participation

All components of the assessment will be graded pass/ fail. Work which does not meet the relevant criteria may be resubmitted within a reasonable agreed time. Students will be informed as to the appropriate presentation of the assessment items.

Assistance with learning:

You should not hesitate to ask the subject co-ordinator or academic adviser for assistance throughout the semester. If you need assistance with English or with study skills, contact the English language Study Skills Assistance Centre (ELSSA), Building 1, level 18, phone 9514 2327.

Prescribed texts and suggested references:

A production handbook will be developed for this unit, the purchase of which is strongly recommended. Additional references include:-

Buckley, M.	<i>The Good Cook</i>
Collette, J	<i>The Art of Electronic Publishing</i>
Dixon, R.	<i>Other Spaces</i>
Janssen, B.	<i>Flightpaths: Writing Journeys</i>
George P. Landow,	<i>Writing At The Edge</i>
Mitchell, W.J.	<i>The Reconfigured Eye</i>
Malloy, J & Marshall, C.	<i>Forward, Anywhere</i>
Moulthrop, S.	<i>Victory Garden</i>
Tofts, D	<i>Memory Trade: A prehistory of cyberculture</i>
Ulmer, G.	<i>Heuretics: the logic of invention</i>
	<i>Ceremony of Innocence</i>