

SUBJECT NO: 50177

SUBJECT NAME: INTERACTIVE CONTENT

UTS: HUMANITIES & SOCIAL SCIENCES

**SUBJECT OUTLINE
AUTUMN SEMESTER 2003**

Level: 300

Credit points: 8

Prerequisites: 50157 New Media Fundamentals or 50158 Netcultures and Practices

Subject Coordinator:

Phone:

Room:

Email:

SUBJECT DESCRIPTION

This subject further develops student skills in content production for the convergent new media industries. The focus is on examining and developing innovative interactive content such as interactive documentary, interactive drama and games, and exploring emerging trends in convergent media such as broadband, iTV, DVD and other formats. Students gain skills in developing new media project treatments, and further their technical skills regarding new media production, especially the integration of video elements into new media formats. Students work in small groups to develop a convergent media project.

SUBJECT OBJECTIVES

On completion of this subject students are expected to have:

- a) Extended their range of skills and knowledge concerning interactive content production, focussing on convergent formats which integrate media rich elements such as video and sound into new media.
- b) Extended conceptual , production and technical skills required for interactive multimedia .
- c) Have an overview of the future directions of convergent media forms
- d) Developed skills in producing an interactive multimedia project synopsis or concept document
- e) Extended skills in working in production teams to develop a convergent interactive media project

TEACHING AND LEARNING ACTIVITIES

Lectures, tutorials, demonstrations, workshops, in-class and out of class exercises, concept development, project synopsis presentations, project development.

CONTENT

This subject further develops student skills in content production for the convergent new media industries. The focus is on examining and developing innovative interactive contents such as interactive documentary, interactive drama and games; and in exploring emerging trends in convergent media such as broadband, iTV, DVD and other formats. Students are encouraged to explore and extend notions and approaches to these forms. Particular attention will be paid to the intersections of interactivity, video and sound, and the ways in which new media may incorporate narrative, documentary and broadcast formats. Relevant case studies will be explored in some depth. The subject will also examine the increasing use of computer technology in broadcast and film formats, and investigate issues concerning treatment development and project management in new media. Students will have the opportunity to extend skills in compositing and digital effects through production exercises, and to collaborate to develop a media rich convergent interactive project.

PROGRAM

Semester Week	Commencing	Topic
1	3 rd March	Interactive content overview Overview of the subject and assessment. Introduction/ discussion of various interactive contents such as interactive documentary, drama, games and experimental works. View examples of various works within these genres, and some relevant student projects. Digital media literacies- how softwares and technologies interrelate. Importance of self directed learning, accessing online resources etc. Student interests and capabilities.
2	10 th March	Focus on interactive documentary – guest lecture Award winning documentary filmmaker David Goldie discusses his expansion into the new media sector and the development of the interactive documentary “Long Journey, Young Lives”. View other examples of interactive documentary works. UTS shopfront representative discusses possible project ideas with class.
3	17 th March	Focus on interactive drama and experimental works Focus on a range of interactive fiction/ drama/ experimental works. Class to use and discuss Developing new media treatment proposals Outlining the key components in new media treatment proposals, which will form the basis of student project proposals.
4	24 th March	Digital visual effects and new media Focussing on the use of digital visual effects and an examination of key techniques. Demonstration of relevant software, and hands on in lab.
5	31 st March	Directions in gaming Overview of key advances in gaming. View and discuss examples Concept development of project ideas. Class to undertake brainstorming and concept development for project ideas, initially as entire class and then in smaller groups.
6	7 th April	Delivering rich media – guest lecture An industry professional will discuss the challenges of delivering new media projects across multiple platforms and formats. Video Workflow 1 Video Transfer and Digitising. Overview of how to approach managing an integrated media project
7	14 th April	HSS Non-Teaching Week (No classes)
	21 st April	Vice Chancellor’s Week (No classes)
8	28 th April	Project pitches, voting and greenlighting of projects All project proposals are presented to the class as a project pitch (either individually or as a group) . Class, lecturer and production co-ordinator to vote on which 3-4 projects will be greenlighted for development.
9	5 th May	Video workflow 2 Strengths and weaknesses of various softwares such as After Effects and Final Cut Pro. Choosing the right video software for your needs.

Semester Week	Commencing	Topic
		Project development Class to break into production groups and discuss/ continue project development
10	12 th May	DVD's and Interactivity Overview of the ways in which DVD technologies are incorporating advanced interactive features. Demo of I-DVD and DVD Studio Pro
11	19 th May	Future directions in rich media Discussing a range of emerging and future developments, such as I-cinema, Wi-Fi streaming etc Techniques in compositing demo of selected relevant compositing techniques as they relate to projects
12	26 th May	Work in progress / Q and A's Groups to present work in progress of projects. Major problems / issues to be identified.
13	2 nd June	Project development Students to continue developing their projects in the lab, and to gain feedback and assistance where necessary
14	9 th June	Project presentations Students to present and deliver final projects to the class. Review and summary of the collaborative project/s.

ASSESSMENT

ASSIGNMENT 1: PROJECT PROPOSAL

Objectives: a, b, d

Value: 40%

Due: Normally Week 7, depending on semester

Task: Develop a 1,200 word proposal outlining what you are planning to develop for the project , including supporting visual notation.

The proposal should describe:-

- The project, including its aims, purpose, audience, media elements.
- The scope of the project, including navigational diagram
 - The planned optimum delivery format- interactive prototype for DVD, Broadband, iTV etc – even if this is not achievable within the scope of the subject
 - Visual support for the proposal, including a paper based screen mockup and examples of visual style
 - A production schedule outlining time frames for source gathering, production and completion of interactive project.

ASSESSMENT CRITERIA:

Clarity of proposal, ability to clearly convey the intention of the proposed work.

ASSIGNMENT 2 INTERACTIVE MEDIA PROTOTYPE

Objectives: a, c, e

Value: 60%

Due: Normally Week 14

Task: Working in small groups, students collaborate to conceptualise, plan and produce an interactive media prototype.

ASSESSMENT CRITERIA:

Innovation, originality, effort. Demonstrated ability to deliver an interactive media prototype which meets, or has been closely developed from, the project proposal.

TEXTS AND REFERENCES

Due to the rapidly changing nature of this field, texts are updated regularly. Online references are provided each semester. Core texts include:-

- Aronson, L. (2000) *Scriptwriting Updated: New and Conventional Ways of Writing for the Screen*, Allen and Unwin, Australia.
- Ascher, S & Pincus, E. (1999) *The Filmmakers Handbook, A Comprehensive Guide for the Digital Age*, Penguin Books.
- Brenneis, Lisa (2001) *Final Cut Pro 2 for Macintosh : Visual QuickPro Guide*, Peachpit Press, Berkeley
- Garrand, T (1997) *Writing for Multimedia*, Boston: Focal Press.
- Manovich, L. (2001). *The Language of New Media*. MIT
- Meyer, C & M (2000) *Creating Motion Graphics with After Effects*, CMP Books
- Murray, J. (1998) *Hamlet on the Holodeck: the future of narrative in cyberspace* Cambridge: MIT Press.
- Saeed, Zed, (2001) *Macworld Final Cut Pro 2 Bible* (with DVD), Hungry Minds NY.
- Stansberry, D. (1998) *Labyrinths: the art of interactive writing and design*, Belmont: Integrated Media Group
- WileyBolante, B (2000) *Visual Quickstart Guide to After Effects*, Peachpit Press, Berkeley.

MINIMUM REQUIREMENTS

Since class discussion and participation in activities form an integral part of this subject, you are expected to attend, arrive punctually and actively participate in classes. Should you experience difficulties meeting this requirement, please contact your lecturer. Students who have a valid reason for extended absence from class (e.g., illness) may be required to complete additional assignment work to ensure they achieve the subject objectives.

GRADES

This is an ungraded subject. All assessment tasks must be completed and submitted

and a satisfactory level overall must be achieved to pass the subject.

EXPECTATIONS ABOUT ASSESSMENT TASKS

All assessment tasks are expected to be submitted by the specified due date. Penalties may apply for late submission. The assignment cover sheet supplied for this subject is to be photocopied, completed, signed and attached to the front of each assignment submitted. **No folders or plastic sleeves please.** You should keep electronic and paper copies of all assignments.

Assignments are to be submitted and returned during class. Your final assignment will be posted back to you if you provide a stamped, self-addressed envelope. Otherwise, your assignment can be collected in week 4 of the following semester. After week 4 any uncollected assignments will be disposed of according to University guidelines. See the UTS Assessment Manual at <http://www.uts.edu.au/div/publications/policies/select/assess>

ACADEMIC INTEGRITY

Assessment items provide an opportunity for students to demonstrate that they understand the content being covered and have achieved the objectives of the subject. Assessment enables students to demonstrate their personal integrity and respect for scholarship. This means:

- Acknowledging the sources of ideas, views and opinions from any resources including the Internet.
- Using quotation marks to indicate every direct quote from another work.
- Avoiding excessive paraphrasing even when acknowledging a source.

You are expected to familiarise yourself with UTS policy on good academic practice. **Penalties will be imposed for plagiarism and other forms of cheating.** You may be asked to produce drafts or research notes to prove that your assignment is entirely your own work. If your assignment contains any material that is plagiarised or copied from someone else you could receive zero for the whole subject. For advice about using information correctly and avoiding plagiarism see www.lib.uts.edu.au/catalyst/08/index.htm. If in any doubt you should seek advice from the subject coordinator.

ASSISTANCE WITH LEARNING

You should not hesitate to ask your lecturer or subject coordinator for help throughout the semester. In your first class you will be advised how to contact your lecturer. You will be provided with comments and suggestions on your assessment tasks throughout the semester.

The University Library has the resources you need for your assignments. Some items such as electronic journals, databases and e-reserve require a login and password in order to be accessed from your home or office. Information and instructions for off-campus access are available at this address: http://www.lib.uts.edu.au/services/off_campus. Items in high demand are placed in the Library's Reserve Collection and much of this material is now accessible electronically. Access via the Reserve Collection link in the Library's collection link in the Library's catalogue at: <http://orac.lib.uts.edu.au/>

The **UTS:BELL site** (www.bell.uts.edu.au) provides an extensive and continually updated range of classes, tutorials and resources, including an Online Referencing Guide.

If you need help with your study (writing, seminar presentation or study skills) contact the **ELSSA Centre**, Level 18, Tower Building, telephone 9514-2327.

SUPPORT FOR STUDENTS

If personal problems are affecting your university work you should seek free and confidential assistance from **Student Services**, Level 6, Building 2, telephone 9514-1171.

If you need an extension of time (up to one week) to complete an assessment item you must make a request in writing before the due date. **Request for Extension** forms are available from the Faculty Student Centre.

You should apply for **Special Consideration** if, because of serious illness or misadventure, you have difficulty in completing assessment or attendance requirements. A Request for Special Consideration must be lodged before the assessment item is due.

The **Special Needs** Service can advise you of the university's services for people with disabilities and the options available for learning and assessment arrangements, telephone 9514-1177. Contact the Special Needs Service in the Student Services Unit if you would like a confidential discussion of your circumstances. If you have a disability or an ongoing medical condition, you should contact the **Academic Liaison Officer** at the beginning of your course to discuss whether you need particular learning and assessment arrangements and each semester let the Academic Liaison Officer know the subjects in which you are enrolled. Please note that the Academic Liaison Officer is also the person to contact if you need assistance because you have primary care for young children or other caring responsibilities. The Academic Liaison Officer is Ursula Ströh and her contact details are telephone 9514-2708 or Ursula.Stroh@uts.edu.au



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ASSIGNMENT COVER SHEET

Spring Semester 2002

Assignment Title/No.

Due Date:

TUTORIAL LEADER'S NAME:

STUDENT'S NAME:

STUDENT NUMBER:

STUDENT CONTACT NO:

STUDENT EMAIL:

I have read, understood and followed the advice in my subject outline about academic integrity.

If this is the final assessment item for the subject I have attached a stamped self-addressed envelope for the assignment to be returned to me.

.....
(student's signature)