

SUBJECT NO: 50177

SUBJECT NAME: INTERACTIVE CONTENT

UTS: HUMANITIES & SOCIAL SCIENCES

**SUBJECT OUTLINE
SPRING SEMESTER 2004**

Level: 300

Credit points: 8

Prerequisites: 50157 New Media Fundamentals or 50158 Netcultures and Practices

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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	2 nd August	Interactive content overview / working with rich media Overview of the subject and assessment. Introduction/ discussion of various interactive contents and the challenges and opportunities of developing rich media. View examples of various works within these genres, and some relevant student projects. Overview of the softwares/ tech issues to be covered. Student interests and capabilities.
2	9 th August	Moving image, sound and digital effects in new media View new media works utilising digital video, sound and digital effects. What do moving image and sound bring to new media. What sort of challenges do they bring? How do we need to reconsider our traditional experiences of moving image and sound in a new media context. Introduction to digital visual effects. After Effects demo # 1 Demonstration and hands on re various techniques in After Effects.
3	16 th August	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”. After Effects demo # 2 Further demonstration and hands on re various techniques in After Effects.
4	23 rd August	Where gaming meets politics – Escape from Woomera Class to use and discuss the controversial computer game, “Escape from Woomera”. Integrating video into Flash Demonstration of basic techniques for integrating video into Flash files.
5	30 th August	Delivering rich media – guest lecture Esther Bailey from ABC New Media and AIMIA will discuss the challenges of delivering new media projects across multiple platforms and formats. Integrating video into Director Demonstration of basic techniques for integrating video into Director. Initial discussions of possible group projects.
6	6 th September	Developing a new media treatment proposal Outlining the key components in new media treatment proposals, which will form the basis of student project proposals. Concept development of project ideas Brainstorming and concept development for project ideas, initially as entire class and then in smaller groups.
7	13 th September	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. Project development Class to break into production groups and discuss/ continue project development.
8	20 st September	HSS Non-Teaching Week (No classes)
	27 th September	Vice Chancellor’s Week (No classes)

Semester Week	Commencing	Topic
9	4 th October	No class due to public holiday
10	11 th October	DVD fundamentals Overview of the ways in which DVD technologies are incorporating advanced interactive features. Demo of DVD Studio Pro Project development.
11	18 th October	Managing the technical challenges of your project Advanced production and workflow issues re the class projects. Project development.
12	25 th October	Work in progress / Project development Groups to present work in progress of projects. Major problems / issues to be identified and discussed.
13	1 st November	Project development Students to continue developing their projects in the lab, and to gain feedback and assistance where necessary
14	8 th November	Project presentations Students to present and deliver final projects to the class. Review and summary of the collaborative project/s and subject in general.

ASSESSMENT

ASSIGNMENT 1: PROJECT PROPOSAL

Objectives: a, b, d

Value: 40%

Due: Week 7 / September 13

Task: Develop a 1,200 word proposal outlining what your proposed 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: Week 14 / November 8

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, students are expected to attend, arrive punctually and actively participate in classes. Should students experience difficulties fulfilling this requirement, they are advised to contact their lecturer. Attendance is particularly important in this subject because it is based on a collaborative approach which involves essential workshopping of student work and interchange of ideas. Students who attend fewer than eight classes are advised that their final work will not be assessed and that they are likely to fail the subject.

Minimum requirements for this subject are:-

1. Students must submit a copy of your project in the highest quality applicable format, ie DV, CD, DVD unless otherwise stated. This copy will be retained by the Faculty of Humanities and Social Sciences.
2. Students must include a credit to UTS on the final submitted project in the format
"Produced at the University of Technology, Sydney, 2003
www.hss.uts.edu.au"
or substituting the relevant year of production, unless otherwise stated. Audio projects may submit the credit on the CD cover rather than within the body of the work.
3. Students are asked to sign the release form at the back of the course outline which gives UTS the right to use part or whole of your project for internal education purposed or external UTS promotion. IT WILL NOT INFRINGE ON YOUR OWNERSHIP OF COPYRIGHT IN YOUR WORK. This form should be submitted with the final assessment task.

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)

University of Technology, Sydney

Faculty of Humanities and Social Sciences
Media Arts and Production

I own the intellectual property including copyright and moral rights to
_____ (title of work)

I herewith agree to grant to UTS a permanent, irrevocable and royalty free licence to use, reproduce, copy and exhibit part or whole of this material for educational purposes within UTS or for UTS external marketing and promotional purposes.

I agree that should it be necessary or desirable, I will do whatever is necessary to support this licence.

Signed: _____

Date: _____

Print Name/s:

Witness signature:

Print Name of Witness:

Print Address of Witness:

NB: The Lecturer should attach this form to the UTS copy of the work.

