SUBJECT NO: **50157**
SUBJECT NAME: **NEW MEDIA**
                     FUNDAMENTALS

UTS: HUMANITIES & SOCIAL SCIENCES

SUBJECT OUTLINE
Autumn Semester, 2006

Level:	**200**
Credit points:	**8**
Prerequisites	**Undergraduates: MAP 1 and MAP 2.**
	No prerequisites for graduate students

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SUBJECT DESCRIPTION
This subject introduces students to a range of fundamental production techniques and issues in the area of new media. Through lectures, tutorials, workshops and exercises, students explore the challenges and opportunities for media producers in the new media field. They develop core technical skills in integrating still image, animation, sound, video and interactivity into convergent new media projects. They examine the key concept and design issues for new media development, including interface, interaction and information design issues. They learn to critically reflect upon existing new media works. Students work both individually and in small teams to develop new media projects using a range of relevant softwares.

CONTRIBUTION TO GRADUATE PROFILE
On completing this subject, students will
• be aware of industry practices in new media production.
• have some knowledge of aesthetics and new media industry issues, within the landscape of media production in general.
• have developed specific core skills in new media production which may be applicable across a range of existing and emerging formats
• have had the opportunity to develop their conceptual skills and critical thinking in relation to various areas of new media production.
• have had the opportunity to develop new media works across several softwares
• are able to develop and critically revise new media work.

SUBJECT OBJECTIVES
On completion of this subject students are expected to have:
a) Gained an overview of the new media industries and its challenges and opportunities
b) Developed core skills and production techniques relevant to new media production
c) Developed a conceptual framework for developing new media projects
d) Developed a basic understanding of design issues such as interface, interaction and information design
e) Successfully completed a range of relevant production exercises
f) Developed skills in concept development, brainstorming and project brief development for new media
g) Worked in small teams to develop components of a collaborative new media project.

LEARNING ACTIVITIES
Lectures, tutorials, demonstrations, workshops, production exercises, project brainstorming, individual and collaborative project development.

CONTENT
This subject introduces students to a range of fundamental production techniques and issues in the area of new media. Through lectures, tutorials, workshops and exercises, students explore the challenges and opportunities for media producers in the new media field. Students undertake a range of activities within the subject. They gain an overview of the new media industry and are exposed to a range of relevant new media works. They gain a conceptual framework for approaching new media through being introduced to key design including interface, interaction and information design, navigational structure, and future directions in the field. They undertake production exercises to gain skills in producing various still image, animation and interactive components for integration into new media projects. Students also work in small groups to produce components of a larger collaborative new media project.

PROGRAM

Semester Week	Dates	Topic
1	27 Feb-3 March	**New media fundamentals: introduction to subject**

Semester Week	Dates	Topic
		Key issues for new media production, as themes to be returned to throughout semester. Relation of theory and practice within subject. UTS online, sharing resources. View and assess a range of works from commercial to experimental.
2	6-10 March	**Focus on interface and visual design** Key issues around visual style/interface design in new media. Designing for the project and the audience. The impact of Flash on web aesthetics. Screen design issues. Introduction to scope of the first project. Demo of relevant bookable equipment for use animation/ interactivity project. Introduction to Flash interface, panels, tools etc. Hands on basic Flash.
3	13-17 March	**Interface and animation elements** Focus on interface design and use of animation elements in new media design **Elements of Flash 1** Demonstration of core elements of Flash, including vector and text animation. Students will work hands on with Flash exploring animation techniques. Ongoing technical issues in new media:- file sizes, compression, formats, screen sizes.
4	20-24 March	**Guest lecture** A new media designer will demonstrate and discuss their work, especially with reference to Flash. **Elements of Flash 2** **Working with bitmaps and sound** Processing and integrating bitmaps and sound into Flash. Students hands on in Flash **Issues re hosting and uploading**
5	27-31 March	**Information architecture and navigation – designing new media** Key role of information architecture in new media design and development. Importance of user experience, tying project design to usability. Importance of defining the project and the user. **Planning / designing/ storyboarding projects** How information, interaction and interface come together prior to production. Navigational diagrams and storyboards. Production: Students complete a paper based plan of their Flash project in class, including a site diagram and storyboard. **Commence student new media reports**
6	3-7 April	**Interaction** Focus to approaches to interaction design in new media **Elements of Flash 3: Interactivity, actionscripting, publishing in Flash** Demonstration and workshop re techniques for adding interactivity, basic action scripting within Flash, and publishing Flash movies. Students hands on in Flash **Continue student new media reports**
7	**10-14 April**	**14 April – Good Friday (Public Holiday)** **Common Non-Teaching Week**
	17-21 April	**17 April – Easter Monday (Public Holiday)** **Vice Chancellor's Week (Non-Teaching Week)**

Semester Week	Dates	Topic
8	24-28 April	**25 April – Anzac Day (Public Holiday)** No class due to public holiday
9	1-5 May	**Animation and interactivity project DUE.** Students present their Flash exercises, to be submitted online to a designated server as indicated. Peer feedback on exercises. **Continue student new media reports** **Outline collaborative project:** start thinking about ideas to bring to class next week. **Introducing Director** Core techniques and skills using Director, including animation, basic interactivity in Director, using behaviours.
10	8-12 May	**Concept development session- Brainstorming the collaborative project** Class and lecturer to brainstorm ideas for the collaborative projects in an intensive session where the nature and scope of the group projects will be determined, and groups assigned. **Further Director** Working with sound, more complex interactivity and behaviours
11	15-19 May	**Industry perspectives : guest lecture** **Discussing current industry projects, issues and perspectives.** Further development of ideas / material for collaborative project. Students work in class on project proposals: navigation and storyboards. Further Director if necessary.
12	22-26 May	**New media futures** Discussing a range of emerging and future developments, iTV, wireless and mobile applications. **Production workflow issues,** further Director demo if necessary. **Students submit 2 page group project plan** (1 page project description, 1 page navigational structure). Project development in lab.
13	29 May-2 June	**Project development in lab.** Ongoing production of collaborative projects.
14	5-9 June	**Project development in lab.** Ongoing production of collaborative projects. **Publishing in Director: making Projectors**
15		**Monday 12 June – Queen's Birthday (Public Holiday)** **13th June: final class** **Project presentation.** Group presentation of collaborative projects in classroom and lab. User testing in lab. Peer feedback on projects.

ASSESSMENT

Assessment item 1:   Animation and Interactivity Project
Objectives: b, c, e
Value: 35%
Due: Week 9
Task: Working individually, students complete a production exercise involving the integration of still images, animation and interactivity into Flash.

Assessment Criteria:
- Creativity achieved within brief
- Degree of aesthetic and technical refinement
- Degree of engagement with relevant software and production techniques
- Degree of engagement with design issues such as interface, interaction, information design.

Assessment item 2:   New Media Research Report / Class Presentation
Objectives: a, d
Value: 30%
Due: Ongoing in weeks 5, 6 and 9
Task: Working individually, students prepare a new media research report to be presented as a 5-10 minute class presentation. They will report on a new media work, for broadband, mobile, games, cross media, iTV or other format, with a particular emphasis on design issues relating to the work. Students will critically reflect upon an existing work, discussing design considerations in the work such as interface, interaction, information design, over all conceptual design and imagined / inferred objectives of the project. The new media work may be commercial, experimental / artistic, non for profit, educational or other. The report will presented verbally, supplemented by relevant audio visual materials to be provided by the student. A summary of key points should also be submitted to the lecturer, either in Powerpoint or as a written item.

Assessment Criteria:
- Clarity of presentation
- Relevance of information and support materials
- Degree of critical reflection upon the work
- Degree of engagement with issues of new media project design such as interface, interaction and information design
- Degree of engagement with imagined or inferred objectives of the examined new media work.

Assessment item 3:   Collaborative Project
Objectives: b, c, e, f, g
Value: 35%
Due: Week 15
Task: Working individually but within a team structure, students develop their own section or component of a collaborative group project. This will involve incorporating relevant stills, animation, sound and interactive elements into Director. Students gain skills in working in a team, working to a brief, communicating with team members, and meeting a production deadline.

Assessment Criteria:
- Creativity achieved within brief
- Degree of aesthetic and technical refinement
- Degree of engagement with relevant software and production techniques
- Degree of engagement with design issues such as interface, interaction, information design
- Demonstrated degree of ability to work and communicate successfully and professionally within a team environment.

Your final assignment must be handed in with a self-addressed envelope so it can be returned to you after marking. It is your responsibility to include an envelope large enough for your assignment and with the right postage stamps.

MINIMUM REQUIREMENTS
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 ten classes are advised that their final work will not be assessed and that they are likely to fail the subject.

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 reason for extended absence from class (e.g., illness) may be required to complete additional work to ensure they achieve the subject objectives.

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 "made at the University of Technology, Sydney, 2004 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 a graded subject. All assessment tasks must be completed and submitted and a satisfactory level overall must be achieved to pass the subject. Assessment grades and final grades in the subject will be High Distinction / Distinction / Credit / Pass / Fail.

Grading Descriptors

High Distinction:	Work of outstanding quality on all objectives of the subject, which may be demonstrated by means of criticism, logical argument, interpretation of materials or use of methodology. This grade may also be given to recognise particular originality or creativity.
Distinction:	Work of superior quality on all objectives, demonstrating a sound grasp of content, together with efficient organisation and selectivity.
Credit:	Work of good quality showing more than satisfactory achievement on all objectives, or work of superior quality on most of the objectives of the subject.
Pass:	Work showing a satisfactory achievement on the overall objectives of the subject.
Fail:	Unsatisfactory performance in one or more objectives of the subject as contained within the assessment items.

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:-

Key texts:
Cato, J (2001) *User Centred Web Design.* London: Addison-Wesley 005.72
Eaton, E. (2003). *DesignWhy's: Designing Web Site Interface Elements: For Graphic Designers.* Gloucester, Mass.: Rockport Publishers, c2003. 005.72 EATO
Galitz, W.O. (2002). *The essential guide to user interface design: an introduction to GUI design principles and techniques*. Chichester [England] : John Wiley. 005.7 GALI
Horton, S (2006) *Access by Design*, Berkeley, New Riders. 006.7 HORT
Kerman, P. Sams *Teach Yourself Macromedia Flash MX in 24 Hours*. SAMS, 2002
Kristof, R. (1995) *Interactivity by Design: creating and communicating with new media,* Mountain View: Adobe.
Morris, D (2005), *Creating a Website with Flash: Visual Quickproject*, Berkeley: Peachpit Press.

Persidsky, A, and Schaeffer, M. (2003) *Macromedia Director MX for Windows and Macintosh: Visual QuickStartGuide*, Berkeley: Peachpit Press.

Rosenfeld, L and Morville, P (1998) *Information Architecture for the World Wide Web,* USA O'Reilly.

Silver, M. (2005). *Exploring interface design*. Clifton Park, NY: Delmar Learning ; London: Thomson Learning

Tofts, D (2005). *Interzone: Media Arts in Australia*, Australia: Craftsman House/ Thames and Hudson

Ulrich, K (2006). *Visual Quickstart Guide to Macromedia Flash 8*. Berkeley: Peachpit Press

Further references

Albers, Michael J. (2005). *Communication Of Complex Information: User Goals and Information Needs for Dynamic Web Information.* Lawrence Erlbaum Associates Pub

??? Arah, T, (2001), Webtype: Start Here   006.7 ARAH

Bolter, J.D., and Gromala, D. (2003). *Windows And Mirrows: Interaction Design, Digital Art, And the Myth of Transparency.* Cambridge, Mass.: MIT Press. 2003.

Flew, T. (2003) *New Media,* Oxford University Press.

Fox, B. (2005). *Game Interface Design* [Electronic Resource] Boston, MA: Course Technology PTR, Galitz, Wilbert O.

Gao, Y. (2005). *Web Systems Design and Online Consumer Behaviour* [Editor]. Hershey, P.A.: London: Idea Group Pub.

Lowgren, J. (2003). *Mobile usability: how Nokia changed the face of the mobile phone*. Christian Lindholm, Turkka Keinonen, Harri Kiljander [editors]. Imprint. New York: McGraw-Hill.

Lowgren, J. and Stolterman, E. (2005). *Thoughtful interaction design: a design perspective on iniformaton technology*. Cambridge, Mass.: MIT Press.

Manovich,L. (2001). *The Language of New Media.* MIT Press

Packer, R; Jordan, K. (2002) *Multimedia: From Wagner to Virtual Reality, Expanded Edition.* W.W. Norton & Company.

??Pring, R, (2004), www.colour   005.72 PRIN

Murphie, A and Potts,J. (2003) *Culture and Technology* (Houndmills, Basingstoke, Hampshire: Palgrave Macmillan

Stone, D. (2005). *User interface design and evaluation.* Amsterdam; Boston, Mass.: Elsevier : Morgan Kaufmann.

Stansberry, D. (1998) *Labyrinths: the art of interactive writing and design***,** Belmont: Integrated Media Group.

Tofts, D (2005). *Interzone: Media Arts in Australia*, Australia: Craftsman House/ Thames and Hudson

White, M.S. (2005). *The content management handbook*. London: Facet Publishing.

EXPECTATIONS ABOUT ASSESSMENT TASKS

 All assessment tasks are expected to be submitted by the specified due date. Penalties of 10% per working day may apply for late submission. The assignment cover sheet supplied for this subject is to be photocopied or downloaded from http://www.hss.uts.edu.au/info/forms/index.html, 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.gsu.uts.edu.au/policies/coursewkassess.html

Student Work
Students are advised that copies of any work submitted for assessment in this subject may be used for educational or promotional purposes unless a student provides the subject coordinator with a written

request that their work should not be used in this way.

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 <u>every</u> 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 or to discuss the concepts in your work to prove that your assignment is entirely your own work. Plagiarism detection software, turnitin.com may be used to confirm that assignments are a student's 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://www.lib.uts.edu.au/finding/collections/reserve_collection

The UTS: BELL site (www.bell.uts.edu.au) provides an extensive and continually updated range of classes, tutorials and resources. The Harvard System is recommended for referencing of assignments see - http://www.bell.uts.edu.au/referencing/harvard_system

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 or download from http://www.hss.uts.edu.au/info/forms/index.html

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 Sandra Symons and her contact details are: telephone 9514-1918 or Sandra.Symons@uts.edu.au

ASSIGNMENT COVER SHEET

UTS: HUMANITIES AND SOCIAL SCIENCES

SUBJECT NAME/NUMBER	NAME OF STUDENT (PRINT CLEARLY)		STUDENT ID. NO.
	SURNAME	*FIRST NAME*	

STUDENT EMAIL	STUDENT CONTACT NUMBER

NAME OF TUTOR	DUE DATE

ASSIGNMENT TITLE

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.

Signature of Student   Date

ASSIGNMENT RECEIPT

To be completed by the student if a receipt is required

SUBJECT NAME/NUMBER	NAME OF TUTOR

SIGNATURE OF TUTOR	RECEIVED DATE

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 Tutor should attach this form to the UTS copy of the work.