

Hypermedia 54292/53155

Autumn 1997

Course Outline

Course Objective

To provide students with a critical, theoretical and practical introduction to the area of Hypermedia and Interactive Multimedia production. These products utilise computer-mediated combinations of text, graphics, video, animation and sound, allowing people a higher degree of interaction than is possible with traditional media formats. Such production has applications in various sectors including publishing, art, tourism, museums, advertising, music and education.

Students will gain familiarity with programs commonly used in these productions including Director, Photoshop, Sound Edit 16 and Netscape. Note that the course contains only the very basic introduction to computer graphics and web browsing that is required to produce hypermedia. Students who want to explore these areas more fully should enrol for the appropriate courses, such as 'DTP and Design'.

The gaining of full "proficiency" in all these programs cannot be guaranteed and indeed is not the aim of the course. It can be tempting to believe that creativity resides in the programs themselves. Sadly (or happily!) this is not the case- there is almost as much "bad" multimedia out there as there is "bad" home video, no matter which software is being used. This subject aims to give as much emphasis to criticism/creativity/concept/content as to software proficiency.

Assessment Projects

Students must satisfactorily complete all of the following:-

1. The production of a small interactive project, such as:-

- a simple interactive story
- an interactive CV
- educational material (eg choose a small subject area)
- theoretical material that is drawn from your other academic work eg analysis of an ad campaign, semiotics of an image etc....
- other project approved by the lecturer

Students will work together in groups of 3-4 to produce the assessment project. This is primarily because of limitations caused by how much one person can actually produce in one semester, as well as the allocation of disk space etc. A group project also allows for skill sharing-eg combining someone strong on graphics, someone taking responsibility for sound, someone handling interactivity etc- or alternatively for greater output eg 15 movies linked together instead of 2. It is also extremely rare in the multimedia industry for someone to make an entire production alone.

2. A 1000 word project synopsis including navigational diagram due Week 7.

3. Project synopsis group presentation in week 7

Feedback on assessment projects:

Project Synopsis:- Students will receive written feedback on their project synopsis in week 8.

Final project:-As well as receiving verbal feedback in a class session at the end of semester, students should be prepared to self-assess the project in a 15 minute private session with Megan using the following criteria:-

- the aim or purpose of your project
- the design of the navigation path
- the design of the interactivity, use of icons and metaphors, images, sounds etc
- what effect all these choices have on the project
- your opinion of its effectiveness, whether you achieved your aim, what you would do differently next time...

Assessment is based on the successful completion of the project, as well as attendance and involvement in lectures and tutorials and completion of 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.

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. In addition Graduate diploma students are required to present a 10 minute verbal presentation/report to the class on a Web site of their choice. Issues that may be discussed include design, navigation, interface, interactivity, voice, audience etc

Course Structure

- Week 1** **Lecture: Introduction to course & area & what is achievable**
Tute: Hands on "Hypermedia"
Students view and assess a variety of hypermedia projects: interactive multimedia work, web sites, followed by class discussion. Some examples of previous student work will also be shown to provide a benchmark for what is achievable during the semester.
- Week 2:** **Lecture: History, context and challenges of Interactive Multimedia**
Issues around non linearity & interactivity
Tute: Introduction to Director:- Overview of how Director works, basic features, menus etc.
Graphics in Photoshop:- Overview of how to scan/ manipulate/ create graphics for use in production of the Interactive Movie next week
Students form groups and begin to discuss ideas for group projects
- Week 3:** **Lecture/ Tute: Multimedia using Director**
Basic animation techniques in Director
Parts 1 and 2 of Interactive Movie exercise.
Students continue to discuss possible projects.
- Week 4:** **Lecture: Interactivity using Director**
Creating scripts, markers & buttons.
External casts
Tute: Part 3 of Interactive Movie exercise
Students finalise groups for projects

TUTE BREAK: 2 Weeks

Week 5: **Lecture: The multimedia production process PLUS The User Experience: interface, navigation, narrative and screen design**
Tute: View parts 1, 2 & 3 of Interactive Movie exercise
Group project concept development

Week 6: **Lecture/Tute: Sound in multimedia.**
Use of sound in multimedia.
Digitising and manipulating sound using Sound Edit 16.
Getting sound into Director.
Part 4 of Interactive Movie exercise.

Week 7: **Project synopsis presentations**
Students present their major project synopsis to class for discussion (also hand in for feedback)
Viewing of students completed Interactive Movie exercises(with sound)

Week 8: **Guest Lecture: Multimedia production in Sydney. A recent graduate shares their experiences of working within the mm industry.**
Tute: Grad DipWeb site presentations.
Project synopses handed back.

Week 9: **Lecture: Lingo- PuppetSprites, Rollovers plus In-class Production**

Week 10: **Review of basic Director features plus In-class Production**

Week 11: **Basic "Shockwave" demonstration.** (Shockwave converts Director movies for transmission on Internet.) plus In-class Production

Week 12: In-class Production

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

Please note:- Timetable may be subject to change without prior notice due to availability of guest lecturers or other factors.

Suggested 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
- * **Macromedia Web site:**<http://www.macromedia.com/> (other sites will be discussed in class)
- * **Director training tapes in the Library (if you have the stamina)**
- * **Critical issues in electronic media** edited by Simon Penny. Albany : State University of New York Press, c1995.

- * **The War of Desire and Technology at the Close of the Technological Age.**
Allucquere Rosanne Stone, (Sandy Stone) The MIT Press, Cambridge, Massachusetts,
1995
- * **The Reconfigured Eye.** William J. Mitchell. The MIT Press, Cambridge, Mass, 1994

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