

SUBJECT DESCRIPTION

50157 New Media Fundamentals

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	200
Number of Credit points:	8
Prerequisites:	Undergraduates: MAP 1 and MAP 2. No prerequisites for graduate students
Grading:	Graded

HANDBOOK 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 and interactivity into 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:

- Gained an overview of the new media industries and its challenges and opportunities
- Developed core skills and production techniques relevant to new media production
- Developed a conceptual framework for developing new media projects
- Developed a basic understanding of design issues such as interface, interaction and information design
- Successfully completed a range of relevant production exercises
- Developed skills in concept development, brainstorming and project brief development for new media
- Worked in small teams to develop components of a collaborative new media project.

TEACHING AND LEARNING ACTIVITIES

Lectures, tutorials, demonstrations, workshops, production exercises, reports, 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 issues 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.

ASSESSMENT

Assessment item 1: Animation And Interactivity Exercise

Objectives: b, c, e

Value: 35%

Due: Normally Week 6

Task: Working individually, students complete a production exercise involving the integration of still images, animation and interactivity into an interactive program such as 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: Normally Week 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 be verbal, 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: Normally Week 13

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 an interactive program such as Director or Flash. 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

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, 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. 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.

TEXTS AND REFERENCES

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

- Albers, Michael J. (2005) *Communication Of Complex Information : User Goals And Information Needs For Dynamic Web Information* /Lawrence Erlbaum Associates Pub
- Cato, J (2001) *User Centred Web Design*. London: Addison-Wesley
- Eaton, E. (2003) *DesignWhy's: Designing Web Site Interface Elements : For Graphic Designers*. Gloucester, Mass. : Rockport Publishers, c2003.
- Flew, T. (2003) *New Media*, Oxford University Press
- Galitz, W.O. (2002). *The essential guide to user interface design : an introduction to GUI design principles and techniques* Chichester [England] : John Wiley
- Horton, S (2006) *Access by Design*, Berkeley, New Riders
- 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
- Lowgren, J and Stolterman, E. (2005) *Thoughtful interaction design : a design perspective on information technology*, Cambridge, Mass. : MIT Press.
- Manovich, L. (2001). *The Language of New Media*. MIT Press, Cambridge, Massachusetts
- Persidsky, A, and Schaeffer, M. (2003) *Macromedia Director MX for Windows and Macintosh: Visual QuickStartGuide*, Peachpit Press.
- Silver, M. (2005) *Exploring interface design*. Clifton Park, N.Y. : Delmar Learning ; London : Thomson Learning,
- Stone, D (2005). *User interface design and evaluation*. Amsterdam ; Boston, Mass. : Elsevier : Morgan Kaufmann
- 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.

RESOURCE REQUIREMENTS