

## **Faculty of Humanities and Social Sciences**

### **Department of Media Arts and Production**

**Course name:** B.A. in Communication (Media Arts & Production)  
**50178 Convergent and Post Production Practices C – Intermedia  
8cp**  
**Professional Strand- Media Arts and Production**  
**300 level**

**Subject Co-ordinator:** Megan Heyward

**Pre-requisites:** MAP 1; MAP 2; plus New Media OR Net Cultures and Practices  
OR Film and Video Production

#### **General Description:**

This advanced unit engages with the conceptual, production and post production practices involved in developing convergent multimedia works which may incorporate video, sound, interactivity or hybrid elements to a substantial degree. The conceptual and technical challenges of developing and delivering these intermedia works are explored through project development.

#### **Objectives:**

The Intermedia unit further extends student understanding and experience of the conceptual issues and production practices involved in the development of interactive multimedia/new media. Approaches for developing appropriate narrative structures, advanced levels of interactivity, and the crucial role of project management will be explored in depth. The technical implications of incorporating digital video into CD-ROM or Web based works will be covered in detail. Avenues of distribution and exhibition for new media works will be discussed. Relevant case studies will be undertaken of recent works which are innovative and incorporate multiple media or hybrid (CD-ROM plus Web) elements successfully. Students may choose from a range of outcomes for the unit; such as producing an interactive project, developing a multimedia funding proposal, or writing an interactive script, any of which may be further developed in the Project unit of the degree.

#### **Content:**

Lectures and tutorials will allow students to extend their understanding of the conceptual and production issues involved in advanced new media production; including approaches to narrative structure, interactivity, project management, and avenues of distribution. Workshops will cover the technical issues involved in developing digital video/ QuickTime movies for CD-ROM or the Web.

#### **Teaching and learning strategies:**

This unit will be taught in a combination lecture, tutorial, class exercises, and in-class and out of class workshops.

### **Weekly Schedule of Topics and Classes:**

- Week 1: Subject Overview
- Week 2: Case Studies - New Media narratives
- Week 3: Extending notions of narrative  
Narrative exercises
- Week 4: Project Management 1: Digital Video for CD-ROM and Web
- Week 5: Lecture: Extending notions of interactivity  
Interactivity exercises
- Week 6: Writing interactive scripts
- Week 7: Project Management 2: Optimising projects for CD-ROM and Web
- Week 8: Project Management 3: Implications of developing Hybrid and  
cross platform projects
- Week 9: Avenues of Distribution for New Media.
- Week 10, 11, 12 : In class production.
- Week 13: Students present finished projects

### **Assessment:**

A number of criteria will be involved in assessment, including:

- \* In class presentation and submission of the planned project synopsis
- \* Development and outcome of the project
- \* Successful completion of in class exercises
- \* Attendance and participation

All components of the assessment will be graded pass/ fail. Work which does not meet the relevant criteria may be resubmitted within a reasonable agreed time. Students will be informed as to the appropriate presentation of the assessment items.

### **Assistance with learning:**

You should not hesitate to ask the subject co-ordinator or academic adviser for assistance throughout the semester. If you need assistance with English or with

study skills, contact the English language Study Skills Assistance Centre (ELSSA), Building 1, level 18, phone 9514 2327.

**Prescribed texts and suggested references:**

A production handbook will be developed for this unit, the purchase of which is strongly recommended. Additional references include:-

Buckley, M.	<i>The Good Cook CD-ROM</i>
Dixon, R.	<i>Other Spaces</i>
Heyward, M.	<i>I Am A Singer CD-ROM</i>
Janssen, B.	<i>Flightpaths: Writing Journeys CD-ROM</i>
George P. Landow,	<i>Writing At The Edge</i>
Marker, Chris	<i>Immemory CD-ROM</i>
Mayhew, A.	<i>Ceremony of Innocence CD-ROM</i>
Neumark, N.	<i>Shock In The Ear CD-ROM</i>