



University of Technology, Sydney

**Faculty of Humanities and Social Sciences  
Department of Media and Text**

**54292 HYPERMEDIA**  
Subject Outline

Monday 2pm-5pm  
Thurs 6pm-9pm  
Room 327

**Autumn Semester, 1998**

Prerequisites: Audiovisual Media Production or  
Film and Video 1

8 credit points

<b>Lecturer:</b>	<b>Megan Heyward</b>
Room:	3.406, Bon Marche Building
Phone:	9514 2329 or 9514 2323 (Department of Media & Text)
Fax:	9514 1595 (This is NOT to be used to submit assignments)
E-mail:	Megan.Heyward@uts.edu.au

Most enquiries should be addressed to your lecturer, either in, before or immediately following class. However circumstances might arise where it is appropriate to contact the subject co-ordinator.

**WHEN PURCHASING READINGS FROM THE CO-OP  
BOOKSHOP, IT IS A REQUIREMENT OF THE  
COPYRIGHT AGENCY THAT STUDENTS PRODUCE  
THEIR STUDENT ID CARD.**

## AIMS AND OBJECTIVES

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.

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.

## PROPOSED PROGRAM

**Week 1: Lecture: Introduction to course and assessment requirements.**

**Tute:** Review of selected multimedia titles

Students view a variety of multimedia works from various industries and markets-game, artistic, educational; and assess and discuss according to various criteria.

**Week 2: Lecture: History, context and challenges of Interactive Multimedia.**

**Tute:** Introduction to Director

Overview of how Director works, basic features. Introduction to lab and access issues. Some examples of previous student work will be shown to provide a benchmark for what is achievable during the semester. Students form groups and begin to discuss ideas for group projects

**Workshop: Out of class**

Graphics in Photoshop: How to scan/manipulate/create graphics for use in production of the Interactivity Movie next week.

**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/Tute: Interactivity using Director.**

Creating scripts, markers and buttons.  
External casts.  
Part 3 of Interactive Movie exercise.  
Students finalise groups for projects.

**Week 5: Lecture: Navigational structures in multimedia**

**Tute:** In class production

View parts 1, 2 & 3 of Interactive Movie exercise.  
Group project concept development.

**Week 6: Lecture: The typical multimedia production process PLUS The User Experience: interface and screen design.**

**Tute:** Approaching sound in multimedia.  
Part 4 of Interactive Movie exercise/importing sound into Director.

**Workshops: Out of class**

Digitising and manipulating sound using Sound Edit 16.

**TUTORIAL BREAK — 2 WEEKS****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: To be confirmed**

**Tute:** Project synopses handed back and discussed. Pre production for major projects.

**Week 9: Lecture: Grad Dip./Web site presentations.**

**Tute:** In-class Production.

**Week 10: Advanced Director features /Puppets, Rollovers**

**Tute:** In-class Production.

**Week 11: 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.

**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, e.g., combining someone strong on graphics, someone taking responsibility for sound, someone handling interactivity, etc., or alternatively for greater output, e.g., 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 Web site of their choice. Issues they may be discussed include design, navigation, interface, interactivity, voice, audience, etc.

**If you want your assignment returned to you, would you please supply a stamped self addressed business sized envelope.**