Faculty of Humanities and Social Sciences

Department of Media Arts and Production

Course name: B.A. in Communication (Media Arts & Production)

50158 Netcultures and Practices
8cp
Professional Strand- Media Arts and Production
200 level

Subject Co-ordinator: Megan Heyward

Pre-requisites: MAP 1; MAP 2

General Description:
In this unit, students engage with the concepts and techniques involved in the development of Internet web sites. Issues of audience, design, technical considerations and innovations will be explored through web site project development and case studies of various sites produced by specific industrial sectors using the Internet.
It is recommended that students complete the unit New Media 50157 prior to enrolling in this unit.

Objectives:
The Net Cultures unit allows students to extend their knowledge of production practices and techniques involved in the development of interactive multimedia, especially for the Internet. Issues of audience, design, technical considerations and innovations will be explored through web site project development and in depth production exercises involving software such as Dreamweaver, Photoshop and Shockwave. Case studies of various sectors utilising the internet, including commercial sites, art based sites and special interest group sites will be undertaken. Techniques for incorporating animated and interactive material into web sites will be covered, and issues surrounding the delivery of video on the web will be discussed.

Content:
Lectures and tutorials will allow students to become familiar with various conceptual and production issues involved in new media production for the internet; including case studies, specific challenges of internet delivery and advanced production techniques.Workshops will cover a number of production techniques in Dreamweaver and Shockwave, allowing students to produce a small web site project through the course of the unit.

Teaching and learning strategies:

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

Weekly Schedule of Topics and Classes:
Week 1:   Introduction to course and sample case studies of internet sites
Week 2:   Internet case studies 1: Special Interest Groups eg "Purple Moon"
girls   8-12; Indigenous groups, People with disabilities

Week 3:   Internet case studies 2: Art based sites
                   Dreamweaver introduction

Week 4:   Internet case studies 3: Commercial Sites
                   Dreamweaver exercises

Week 5:   Technical Considerations- compression for
                    Image
                    Sound
                    Animation

Week 6:   Developing a site: guest lecture
                   Dreamweaver exercises

Week 7:   Project synopsis presentations.

Week 8:   Advanced production for the Web 1:- Shockwave

Week 9:   Advanced production for the Web 2:- Quick Time on the Web-
                    technical issues and implications

Week 10:   In-class Production.

Week 11:   In-class Production.

Week 12:   In-class Production.

Week 13:   Students present finished projects to class

Assessment:
          A number of criteria will be involved in assessment, including:
          * In class presentation and submission of internet project synopsis
          * Development and outcome of the internet project
          *Successful completion of set production 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:-

Web design books

Collette, J	*The Art of Electronic Publishing*
Mitchell, W.J.	*City of Bits*
Tofts, D	*Memory Trade: A prehistory of cyberculture*