

SUBJECT NO: 50177
**SUBJECT NAME: CROSS MEDIA
PRODUCTION**

UTS: HUMANITIES & SOCIAL SCIENCES

SUBJECT OUTLINE

Spring Semester 2007

Level: 300
Credit points: 8
Prerequisites: At least 1 x 200 level Media Arts and Production subject

Subject Coordinator: Megan Heyward
Phone: 9514 2329
Room: 3.343
Email: Megan.Heyward@uts.edu.au

Production Coordinator:
Phone:
Room:
Email:

SUBJECT DESCRIPTION

This subject focuses on cross media production; and the challenges involved in translating a traditional media project (such as doco, short film) into broadband, mobile, or other delivery outputs. It will cover production issues and concept development for cross media production. Students will take an existing project (such as a doco or short film) and learn how to conceive of and produce cross media content. They will investigate a range of possible platforms for media projects, such as broadband, game and mobile, and discuss issues around emerging formats and modes of audience engagement.

OBJECTIVES

On completion of this subject students are expected to have:

- a) Extended their range of skills and knowledge concerning cross media production,
- b) Extended conceptual, production and technical skills required for cross media production .
- c) An overview of the future directions and emerging formats for media works
- d) Developed skills in producing a cross media project synopsis or concept document
- e) Gained skills for developing a cross media project

TEACHING AND LEARNING ACTIVITIES

Lectures, tutorials, demonstrations, workshops, in-class and out of class exercises, concept development, treatment development, cross media project development.

CONTENT

This subject focuses on cross media production; and the challenges involved in translating a traditional media project (such doco, short film) into broadband, mobile, or other delivery outputs. It will explore how media producers are seeking new ways of reaching audiences through translating work into multiple outputs encompassing various platforms or formats. It will examine as case studies a range of media projects with cross media outcomes in some depth. It will cover technical production issues and concept development for cross media production. Students will take an existing project (such as a doco or short film) and learn how to conceive of and produce cross media content. They will investigate a range of possible platforms for media projects, such as broadband, game and mobile, and discuss issues around emerging formats / practices such as locative media, and modes of audience engagement.

PROGRAM

Semester Week	Dates	Topic
1	30 July – 4 August	Introduction to Cross Media Production Overview of the subject and assessment. Introduction re the challenges and opportunities of developing media for multiple formats such as broadband, iTV, mobile etc. Outline the approaches for developing the projects in the class. Discuss class skillsets / team building.
2	6-10 August	Guest lecture: Approaching crossmedia production Thomas Ashelford from Ether Media will discuss the challenges of cross media production on major projects such as “Australian Screen” and “The Pure Drop”. View further projects including previous student work. Discuss and critique.
3	13-17 August	Dai Le : “Operation Babylift” Vietnamese orphans online documentary Project briefing 1: Dai Le’s film “Operation Babylift” requiring prototype development as an online doco Other project briefs: Discuss options for other project briefs, incl an alternate reality game
4	20-24 August	Extended realities: Alt reality + mixed reality games Alt reality, mixed reality, extended reality games- games involving real world, video, radio, online. Second Life – what cross media means now. Exploring the work of Blast Theory and various producers of alt reality games.

Semester Week	Dates	Topic
		Tutorial: plotting out a mixed reality game
5	27-31 August	Developing a cross media treatment proposal Outlining the components for the cross media treatment proposals, which will form the basis of student project proposals. Capturing and processing video elements
6	3-7 Sept	Managing rich media in Flash Structuring and managing video, sound and image elements in projects, creating placeholders, calling up video and sound.
7	10-14 Sept	Project management issues in new media- preparing budgets, schedules, for the real world. Working with VISIO. Work on project proposals in groups.
8	17-21 Sept	Project proposal presentations. Groups to present their cross media treatment proposals. In class feedback on proposals. Discuss/ intro Flash for mobiles- Flash Lite
	24-28 Sept	(Non-teaching) Vice-Chancellors' Week
9	1-5 October	Common Non-Teaching Week 1 October – Labour Day (Public Holiday)
10	8-12 October	Guest lecture: Cross Media Production in industry A new media producer will discuss the issues they face in developing real world projects. Focus on developing for mobiles and Second Life. Internship opportunities. Commence student presentations of new media research reports.
11	15-19 October	Continue new media research reports. Groups to have project meeting to confirm schedules, production issues, project development.
12	22-26 October	Continue new media research reports. Advanced production issues. An open session to cover advanced production issues Project development Groups to report on progress of projects. Major problems / issues to be identified and discussed. Ongoing project development.
13	29 October – 2 November	Advanced production issues. An open session to cover advanced production issues if required. Project development Students to continue developing their projects in the lab, and to gain feedback and assistance where necessary
14	5-9 November	Project presentations Students to present and deliver final projects to the class. Review and summary of the collaborative projects and subject in general.

ASSESSMENT

Assessment Item 1: Cross Media Research Report / Class Presentation

Objectives: a, c

Value: 35%

Due: Week 10, 11 and 12

Task: Working individually, Students must prepare a new media research report to be presented as a 5-10 minute class presentation. They will report on an aspect of media culture, technology or emerging formats relating to cross media production such as a relevant case study, broadband, online documentary, podcasting, locative media, alternate reality, games, iTV, emerging formats, industry report or other topic as approved by the lecturer. Students need to report on the issue and discuss how it is contributing to/ affecting media culture. 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 or technology

Degree of reflection concerning the impact of the technology or interactive contents on broader culture.

Assessment item 2: Cross Media Project Proposal

Objectives: b, d

Value: 25%

Due: In class Week 8

Task: Students develop a 1,500 word proposal for a cross media project, including supporting visual materials. The proposal must describe:-

- The project scope, including its aims, audience, media elements.
- The proposed delivery platforms and modes of audience engagement
- A diagram explaining architecture/ information design for proposed project
- Visual support for the proposal, including planned interface design and examples of visual style
- A production schedule outlining time frames for the development of the proposed project

Assessment Criteria:

Clarity of proposal

Creativity achieved within brief

Degree of appropriate visual support materials

Assessment item 3: Cross Media Development

Objectives: a, b, e

Value: 40%

Due: Week 14

Task: Working in small groups students translate an existing project (such as a doco or short film) and produce a cross media prototype of the content, such as for broadband and/or mobile delivery.

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 in cross media production including information, interface and interaction design.

Your final assignment must be handed in with a self-addressed envelope so it can be returned to you after marking. It is your responsibility to include an envelope large enough for your assignment and with the right postage stamps.

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.

Minimum requirements for this subject are:-

1. Students must submit a copy of your project in the highest quality applicable format, ie DV, CD, DVD unless otherwise stated. This copy will be retained by the Faculty of Humanities and Social Sciences.
2. Students must include a credit to UTS on the final submitted project in the format
“Produced at the University of Technology, Sydney, 2003
www.hss.uts.edu.au”
or substituting the relevant year of production, unless otherwise stated. Audio projects may submit the credit on the CD cover rather than within the body of the work.
3. Students are asked to sign the release form at the back of the course outline which gives UTS the right to use part or whole of your project for internal education purposed or external UTS promotion. IT WILL NOT INFRINGE ON YOUR OWNERSHIP OF COPYRIGHT IN YOUR WORK. This form should be submitted with the final assessment task.

GRADES

This is a graded subject. All assessment tasks must be completed and submitted and a satisfactory level overall must be achieved to pass the subject. Assessment grades and final grades in the subject will be High Distinction / Distinction / Credit / Pass / Fail.

Grading Descriptors

High Distinction:	Work of outstanding quality on all objectives of the subject, which may be demonstrated by means of criticism, logical argument, interpretation of materials or use of methodology. This grade may also be given to recognise particular originality or creativity.
Distinction:	Work of superior quality on all objectives, demonstrating a sound grasp of content, together with efficient organisation and selectivity.
Credit:	Work of good quality showing more than satisfactory achievement on all objectives, or work of superior quality on most of the objectives of the subject.
Pass:	Work showing a satisfactory achievement on the overall objectives of the subject.
Fail:	Unsatisfactory performance in one or more objectives of the subject as contained within the assessment items.

Web references

Online docos

<http://www.cnn.com/SPECIALS/2005/london.bombing/>
<http://www.news.com.au/interactives>
<http://www.abc.net.au/broadband/categories/documentaries.htm>
<http://www.sbs.com.au/swappinglives/>
<http://thepuredrop.com.au/>
<http://ether.com.au/>
<http://www.usmob.com.au/index.html>
<http://www.beethovenshair.ca/flash.html>
<http://www.becominghuman.org/>
<http://www.lonelyplanet.tv/>

Alternate / extended reality games

Blast Theory <http://www.blasttheory.co.uk/>
I Love Bees <http://ilovebees.com/humptydumpty.html>
ReGenesis <http://www.regenesistv.com/indexframeset.html>
Aust Council/ Second Life vodcast <http://abc.net.au/sundayarts>

TEXTS AND REFERENCES

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

- Bushoff, B (ed.).(2005). *Sagasnet reader: Developing Interactive Narrative Content*. München: High Text Verlag.
- Cato, J (2001) *User Centred Web Design*. London: Addison-Wesley
- Cederholm, D, (2004) *Web Standards Solutions: The Markup and Style Handbook* (Pioneering Series) Friends of ED
- Chapman, N and Chapman, J (2003) *Digital media tools*. Chichester : Wiley,
- Eaton, E. (2003) *DesignWhy's: Designing Web Site Interface Elements : For Graphic Designers*. Gloucester, Mass, Rockport Publishers
- Feldmann, V. (2005). *Leveraging mobile media : cross-media strategy and innovation policy for mobile media communication*, Heidelberg ; New York : Physica-Verlag
- Goggin, G (2006) *Cell phone culture : mobile technology in everyday life*, New York, NY : Routledge
- Fox, B. (2005). *Game Interface Design* [Electronic Resource] Boston, MA: Course Technology PTR
- Horton, S (2006) *Access by Design*, Berkeley, New Riders.
- Martin Shelton, S. (2004) "*Communicating ideas with film, video, and multimedia : a practical guide to information motion-media* " Carbondale : Southern Illinois University Press, USA
- Rheingold, H. (2002) "*Smart mobs: the next social revolution*" Cambridge, Mass, Perseus Publishing.
- Silver, M. (2005) *Exploring interface design*. Clifton Park, N.Y. : Delmar Learning ; London : Thomson Learning
- Tofts, D (2005). *Interzone: Media Arts in Australia*, Australia: Craftsman House/ Thames and Hudson
- Ulrich, K. *Macromedia Flash 8: Visual Quickstart Guide*, Peachpit Press, USA
- White, M.S. (2005) *The content management handbook* London, Facet Publishing

EXPECTATIONS ABOUT ASSESSMENT TASKS

All assessment tasks are expected to be submitted by the specified due date. Penalties of 10% per working day may apply for late submission. The assignment cover sheet supplied for this subject is to be photocopied or downloaded from

http://www.hss.uts.edu.au/student_info/forms_documents_bookings/index.html completed, signed and attached to the front of each assignment submitted. No folders or plastic sleeves please. You should keep electronic and paper copies of all assignments.

Assignments are to be submitted and returned during class. Your final assignment will be posted back to you if you provide a stamped, self-addressed envelope. Otherwise, your assignment can be collected in week 4 of the following semester. After week 4 any uncollected assignments will be disposed of according to University guidelines. See the UTS Assessment Manual at <http://www.gsu.uts.edu.au/policies/coursewkassess.html>

Student Work

Students are advised that copies of any work submitted for assessment in this subject may be used for educational or promotional purposes unless a student provides the subject coordinator with a written request that their work should not be used in this way. **For further details refer to section 3.9, 'Retention of student's work' at <http://www.gsu.uts.edu.au/rules/3-9.html>**

ACADEMIC INTEGRITY

Assessment items provide an opportunity for students to demonstrate that they understand the content being covered and have achieved the objectives of the subject. Assessment enables students to demonstrate their personal integrity and respect for scholarship. This means:

- Acknowledging the sources of ideas, views and opinions from any resources including the Internet.
- Using quotation marks to indicate every direct quote from another work.
- Avoiding excessive paraphrasing even when acknowledging a source.

You are expected to familiarise yourself with UTS policy on good academic practice. Penalties will be imposed for plagiarism and other forms of **cheating including fabricating a source or quotation**. **You cannot submit the same piece of work for two separate assignments**. You may be asked to produce drafts or research notes or to discuss the concepts in your work to prove that your assignment is entirely your own work. Plagiarism detection software, turnitin.com may be used to confirm that assignments are a student's own work. If your assignment contains any material that is plagiarised or copied from someone else you could receive zero for the whole subject. For advice about using information correctly and avoiding plagiarism see www.lib.uts.edu.au/catalyst/08/index.htm. If in any doubt you should seek advice from the subject coordinator.

ASSISTANCE WITH LEARNING

You should not hesitate to ask your lecturer or subject coordinator for help throughout the semester. In your first class you will be advised how to contact your lecturer. You will be provided with comments and suggestions on your assessment tasks throughout the semester.

The University Library has the resources you need for your assignments. Some items such as electronic journals, databases and e-reserve require a login and password in order to be accessed from your home or office. Information and instructions for off-campus access are available at this address: http://www.lib.uts.edu.au/services/off_campus. Items in high demand are placed in the Library's Reserve Collection and much of this material is now accessible electronically. Access via the Reserve Collection link in the Library's collection link in the Library's catalogue at: http://www.lib.uts.edu.au/finding/collections/reserve_collection

The UTS: BELL site (www.bell.uts.edu.au) provides an extensive and continually updated range of classes, tutorials and resources. The Harvard System is recommended for referencing of assignments see - http://www.bell.uts.edu.au/referencing/harvard_system

If you need help with your study (writing, seminar presentation or study skills) contact the ELSSA Centre, Level 18, Tower Building, telephone 9514-2327.

SUPPORT FOR STUDENTS

If personal problems are affecting your university work you should seek free and confidential assistance from Student Services, Level 6, Building 2, telephone 9514-1171.

If you need an extension of time (up to one week) to complete an assessment item you must make a request in writing before the due date. Request for Extension forms are available from the Faculty Student Centre or download from http://www.hss.uts.edu.au/student_info/forms_documents_bookings/index.html

You should apply for Special Consideration if, because of serious illness or misadventure, you have difficulty in completing assessment or attendance requirements. A Request for Special Consideration must be lodged before the assessment item is due.

The Special Needs Service can advise you of the university's services for people with disabilities and the options available for learning and assessment arrangements, telephone 9514-1177. Contact the Special Needs Service in the Student Services Unit if you would like a confidential discussion of your circumstances. If you have a disability or an ongoing medical condition, you should contact the Academic Liaison Officer at the beginning of your course to discuss whether you need particular learning and assessment arrangements and each semester let the Academic Liaison Officer know the subjects in which you are enrolled. Please note that the Academic Liaison Officer is also the person to contact if you need assistance because you have primary care for young children or other caring responsibilities. The Academic Liaison Officer is Sandra Symons and her contact details are: telephone 9514-1918 or Sandra.Symons@uts.edu.au .

Achieving an harassment-free environment @ UTS: Your rights and responsibilities

UTS is committed to ensuring that all students and staff are treated fairly and equitably, and can study and work in an environment free from harassment. Discrimination, harassment and victimisation are

unlawful, undermine professional relationships and diminish the experience of university life. All UTS students and staff have a responsibility to contribute to the achievement of a productive, safe and equitable study and work environment by avoiding practices that lead to, support or condone harassment. Sex based harassment, homophobia and any other forms of discriminatory behaviour will not be tolerated at UTS. For definitions and further information about what constitutes harassment, and other relevant UTS policies have a look at the Equity & Diversity website www.equity.uts.edu.au. If you require any further assistance about these matters, contact the Equity & Diversity Unit, x1084.

Faculty of Humanities and Social Sciences
Media Arts and Production

I own the intellectual property including copyright and moral rights to

_____ (title of work)

I herewith agree to grant to UTS a permanent, irrevocable and royalty free licence to use, reproduce, copy and exhibit part or whole of this material for educational purposes within UTS or for UTS external marketing and promotional purposes.

I agree that should it be necessary or desirable, I will do whatever is necessary to support this licence.

Signed: _____

Date: _____

Print Name/s:

Witness signature:

Print Name of Witness:

Print Address of Witness: _____

NB: The Lecturer should attach this form to the UTS copy of the work.

