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**SUBJECT DESCRIPTION****50158 Netcultures and Practices**

<b>Course Name:</b>	<b>Bachelor of Arts in Communication (Media Arts and Production)</b>
<b>Level:</b>	200
<b>Number of Credit points:</b>	8
<b>Prerequisites:</b>	50117/50248 Media Arts and Production 2 No prerequisites for graduate students
<b>Assessment and Grading:</b>	Graded

**HANDBOOK DESCRIPTION**

In this subject, students engage with the diversity of cultures and practices on the Internet, and with the concepts and techniques involved in Internet website development. Through lectures, tutorials, workshops and production exercises, students will explore a range of websites and online communities, and will gain core technical skills in website production. These include production skills for animation, streaming media and publishing for the Internet. Students work individually or in groups to develop a small website.

**CONTRIBUTION TO GRADUATE PROFILE**

On completing this subject students will:

- have developed specific basic skills in new media production which are applicable across a range of existing and emerging formats; including internet,
- have some knowledge of aesthetics and new media industry issues, within the landscape of media production in general.
- be aware of industry practices in new media production.
- have had the opportunity to develop some conceptual skills and critical thinking in relation to various areas of media production.
- be able to develop and critically revise their own work.
- have had the opportunity to develop and work on a new media project.
- have had the opportunity, as practitioners in a particular media industry, to apply existing skills to a new or related media.

**OBJECTIVES**

At the completion of this subject, students are expected to be able to:

- a) Extend creative and conceptual skills and critical thinking through investigating the various cultures and communities on the Internet;
- b) Have some knowledge of aesthetics and Internet industry issues,
- c) Develop website production concepts and skills involving relevant software and techniques;
- d) Extend technical and conceptual skills in developing new media projects through producing a prototype website;
- e) Have an overview of technical and conceptual and creative issues surrounding emerging Internet technologies for the delivery of media rich content.

**TEACHING AND LEARNING STRATEGIES**

- Lectures and seminars and tutorials in most sessions.
- In and out of class technical workshops
- In-class and out of class exercises
- Concept development
- Project synopsis presentations
- Project development.

## CONTENT

- Study of net cultures and practices in Australia and internationally
- Developing an idea, concept, project synopsis, and development, and then analysis of the final project
- Concepts and techniques for incorporating animated and interactive material into web sites
- Emerging softwares and technologies enabling the delivery of rich media content across the Internet
- Workshops and tutorials will examine a range of the technical challenges of internet delivery
- Students will familiarise themselves with programs commonly used as tools in web content production and authoring, and relevant emerging softwares and technologies.

## ASSESSMENT

### Assessment item 1: Animation and basic web authoring exercise

**Objectives:** a,c,d

**Value:** 25%

**Due:** second 1/3 of the semester, around week 7/8

**Task:** Working individually, students complete a production exercise involving online animation and basic web authoring.

#### 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: Project Proposal

**Objectives:** a,b, c,d

**Value:** 25 %

**Due:** After first tutorial break, after first 1/3 of semester

**Task:** Students must produce a proposal for their web project incorporating the following components:-

- A 1,000 word synopsis outlining what the student is planning to develop within this subject for their website project, which includes a clear description of the underlying motivation of the piece, the intended user experience, and the intended target audience
- A navigational diagram or flowchart, which clearly demonstrates the navigational pathways of the project.

#### Assessment criteria:

- Demonstration engagement with the subject of emerging cultural practices within internet spaces.
- Demonstration of ability to develop an idea into a concept and project plan
- Demonstration of the ability to plan and organise work schedule

### Assessment item 3: Web Project

**Objectives:** a,b,c,d,e,f

**Value:** 50 %

**Due:** Final 2 weeks of semester

**Task:** Working individually, students are to develop a website which engages with the issues and thematics of the subject.

#### Assessment criteria:

Websites will be assessed equally in terms of production/ technical skills and engagement with cultural/critical themes.

- Projects must be compact, creative, original and interactive, rather than linear.
- Projects must engage with one or more themes introduced in the subject outline or a suggested theme approved by the lecturer.
- Students should aim for the projects to be as bug-free as possible within the confines of the subject. Students are responsible for testing and revising their own work on an ongoing basis.
- The project should be tested across both major browsers and Mac and PC platforms – in an ideal world it will be compatible with both.

### **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.

### **TEXT AND REFERENCES**

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

Peter Weibel and Timothy Druckrey (eds.) *net\_condition: art and global media*, MIT Press, 2001

Timothy Druckrey (Editor), *Ars Electronica: Facing the Future: A Survey of Two Decades Electronic Culture: History, Theory, and Practice*, (Ars Electronica 1999)

Steven Holtzman, *Digital Mosaics : The Aesthetics of Cyberspace* (Touchstone, 1998)

Peter Lunenfeld (Editor) *The Digital Dialectic : New Essays on New Media* (MIT Press, Leonardo Book 2000)

Mark Dery , *Escape Velocity : Cyberculture at the End of the Century* (Grove Press, 1997)

Paul Virilio, *The Information Bomb* (London: Verso 2000)

### **RESOURCE REQUIREMENTS**