

SUBJECT DESCRIPTION**50177 Cross Media Production**

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	300
Number of Credit points:	8
Prerequisites:	At least 1 x 200 level Media Arts and Production subject.
Grading:	Graded

HANDBOOK 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.

CONTRIBUTION TO GRADUATE PROFILE

On completing this subject students will

- be aware of industry and cultural practices related to cross media production.
- engage with the implications and opportunities between “traditional” and “new” media practices.
- investigate emerging media formats and modes of audience engagement
- gain knowledge of aesthetics and new media industry issues, within the landscape of media production in general.
- have developed specific skills in relation to cross media production.
- have had the opportunity to develop their conceptual skills and critical thinking in relation to various areas of media production.
- are able to develop and critically revise their own work

SUBJECT 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) Have 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) Gain 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 as 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.

ASSESSMENT

ASSIGNMENT 1: CROSS MEDIA RESEARCH REPORT / CLASS PRESENTATION

Objectives: a, c

Value: 35%

Due: Normally Week 6

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, 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 1: Cross Media Project Proposal

Objectives: b, d

Value: 25%

Due: Normally Week 9

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: Normally 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 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.

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). *Sagaset 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
- 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

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.

RESOURCE REQUIREMENTS