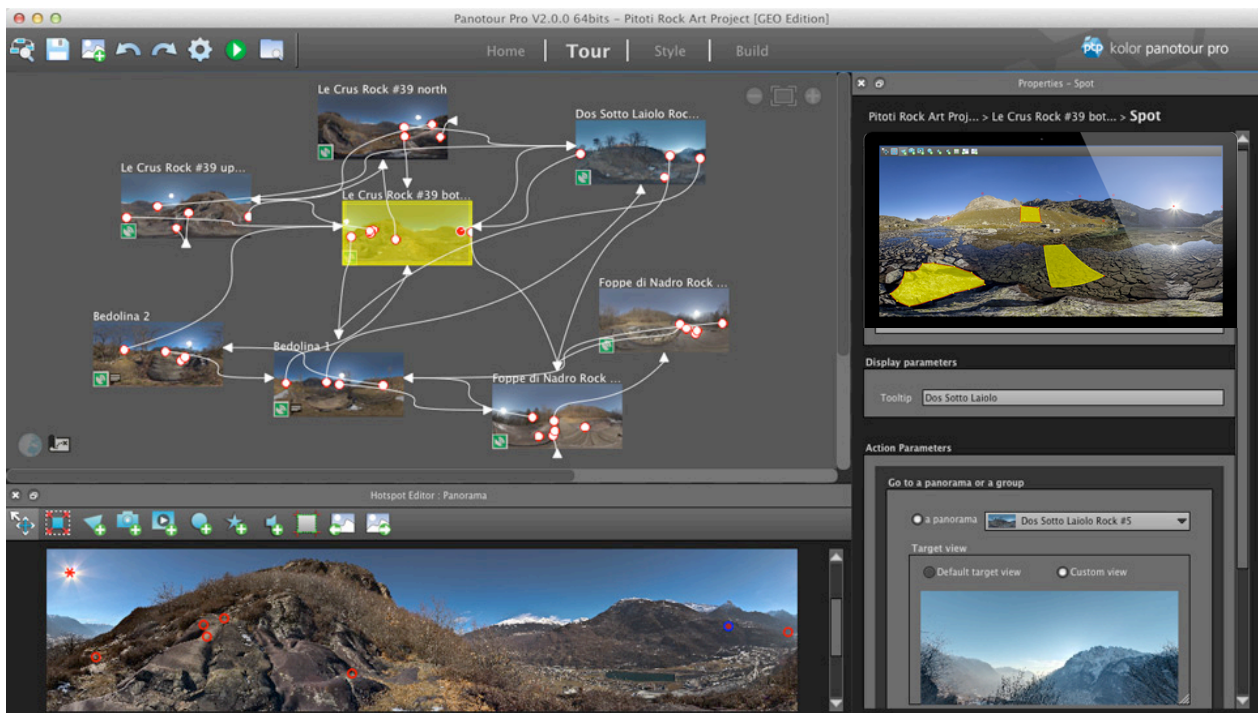


Interactive Media



Interactive Media (CAMF5008)

Level 5 module – 20 credits

Deadline: 12 noon Friday 11th May 2018

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Monday 13:00 – 16:00 (TL12 Mac Lab)

Module Tutor

Brett Aggersberg (b.aggersberg@uwtsd.ac.uk)

Teaching and Learning Block Film and Media Staff Office

Office Hour: Thursday 15:00-16:00

Please make an appointment with your tutor for a tutorial if you have additional questions not covered in the sessions. If you need to consult the course team urgently, please email the staff member concerned. Additional support times / production surgery will be indicated on your timetable. The room will be available at this time and there will be a member of staff available for support and to answer questions.

Audio Visual equipment should be booked out at least 48hrs in advance.

Module evaluation:

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes when making your evaluation.

MODULE AIMS AND LEARNING OUTCOMES FOR ASSESSMENT

Aims

- To understand the difference between linear and interactive media timelines and to plan, develop and produce interactive media applications.
- To have an awareness of scripting and programming syntax, programming methodologies, techniques and conventions and their uses in developing and enhancing interactive media applications.

Learning Outcomes:

By the end of this module students should be able to:

- evaluate and demonstrate specific design principles for interactive media;
- demonstrate critical awareness, understanding and implementation of human computer interface design issues and conventions;
- create a 2D animation and an online interactive media project at the appropriate level;
- critically reflect on their interactive media skills.

CONTENT

This module will cover the development of interactive media with reference to media formats compatible with the evolving HTML5 standard, and emerging Interactive Media environments and technologies. This will involve interface and experience design for non-linear media; design approaches for interactivity considering 360 degree media content and narrative; 2D animation techniques, and the production workflow for interactive media.

Transferable Skills:

Note-taking, oral expression, research skills, communication, evaluative and analytical skills, peer reviews, appropriate use of social media, and media production.

Module evaluation:

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes when making your evaluation.

Timetable:

The module is taught over an eleven week period, starting in week one of Semester two. Each class will last for three hours. There will be a Reading Week in week six.

The following software are a suggestion for what could be used on this module:

PanoTour, Scann 3D, Exif Fixer, Blippar, Adobe Character Animator, Adobe Premiere, Adobe Animate/After Effects, Adobe Photoshop. Other software will be recommended when appropriate.

BIBLIOGRAPHY

Essential

- Adobe Creative Team, (2014) *Adobe Photoshop CC Classroom in a Book*. San Jose, CA: Adobe Press.
- Adobe Creative Team, (2014) *Adobe Dreamweaver CC Classroom in a Book*. San Jose, CA: Adobe Press.
- Chapman, J. and Chapman, N. (2007) *Digital Media Tools* (3rd ed.). Oxford: Wiley-Blackwell.

Recommended

- Austin, T. and Doust, R. (2007) *New Media Design*. London: Laurence King.
- Chapman, J. and Chapman, N. (2007) *Digital Media Tools* (3rd ed.). Oxford: Wiley-Blackwell.
- Chapman, J. and Chapman, N. (2009) *Digital Multimedia* (3rd ed.). Oxford: Wiley-Blackwell.
- Curtis, H. (2002) *MTIV: Process, Inspiration and Practice for New Media Designers*. Indianapolis: New Riders.
- England, E. and Finney, A. (2007) *Managing Interactive Media: Project Management for Digital Media and the Web*. Harlow: Addison Wesley.
- Gauchat, J. D. (2011) *HTML5 for Masterminds: How to Take Advantage of HTML5 to Create Amazing Websites and Revolutionary Applications*. Createspace.
- Gerantabee, F. (2007) *Dynamic Learning: Flash CS3 Professional*. Sebastapol: O'Reilly Media.
- Hughes, B. (2000) *Dust or Magic: Secrets of Successful Multimedia Design*. Harlow: Addison Wesley.
- Kleinfeld, S. (2011) *HTML5 for Publishers*. Sebastapol: O'Reilly Media.
- Noble, J. (2010) *Flex 4 Cookbook*. Sebastapol: O'Reilly Media.
- Press, A.L. and Williams, B.A. (2010) *The New Media Environment: An Introduction*. Oxford: Wiley-Blackwell.

Web Sites

- <http://www.molilin.co.uk>
- Photoshop Tutorials- <https://helpx.adobe.com/photoshop/tutorials.html>
- Premiere Tutorials- <https://helpx.adobe.com/premiere-pro.html>
- Character Animator Tutorials- <https://helpx.adobe.com/uk/support/character-animator.html?promoid=3NQZBDPS&mv=other>
- Panotour- <http://www.kolor.com/panotour/>
- Facebook 360- <https://facebook360.fb.com/>
- YouTube VR- <https://www.youtube.com/channel/UCzuqhhs6NWbgTzMuM09WKDQ>
- YouTube 360 Advice- <https://support.google.com/youtube/answer/6178631?hl=en>

Students will be directed to appropriate online resources over the course of the module.

The bibliography is subject to change depending on available software and associated texts.

MODULE OUTLINE

You will be expected to conduct non-assessed tasks as part of your development on this module. This may include filming outside of the classroom environment.

<i>Week</i>	<i>Lesson Theme</i>
1	Introduction to Interactive Media Design. and Project Brief. Creating a short research package and preparing for your pitch.
2	Capturing and Stitching Panoramic Images. Developing a narrative for interactive media.
3	Developing The UI and UX
4	360 Degree Video- Production
5	2D Animation Techniques
6	Reading Week 5th March- Assessed Presentation Pitch for Interactive Project
7	Refining the brief and the workflow
8	360 Degree Video- Post-production Techniques
9	Exporting and Testing.
10	Workshop.
11	Workshop. Demo to class of work in progress.
11th May 2018	ASSESSMENT DEADLINE All assessments to be submitted to by 12 noon as a portfolio including final media files and a reflective journal.
1st June 2018	DEADLINE FOR ASSESSMENT FEEDBACK

This schedule is subject to change and students are advised to check Moodle for the latest module information.

Assessment

You will be marked on your creative and production skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form.

Assessment 1 (80%): Portfolio (to the equivalent of 4000 words) **(Deadline 11th May 2018, 12 noon)**

A portfolio of interactive digital media productions which will comprise of human computer interface design and production work demonstrating the integration of one or more media types in an interactive environment and will be structured by a narrative and user experience. Specific details of the brief for this module will be explained in week 1 and expanded upon in week 2.

1. Create an experimental research package of two pieces of interactive media focusing on 360 degree experiences and the techniques involved in capturing and editing them.

(10% of assessment 1)

2. Interactive Media Project Pitch and Presentation. (20% of assessment 1)

This will include:

- Succinct one line pitch of the concept;
- Research, including experiments;
- Interface design mock-up, including 2D animation;
- Indication of the potential audience;
- Explanation of the UX, workflow, and feature requirements.

To be presented on the 5th March 2018
(time and location to be announced on Moodle).

3. Create an interactive media experience which focuses on narrative, UX, and the potential of emerging technology such as 360 video. The final experience must be compatible with mobile devices and/or HTML5, and include a 2D animation. The exact nature and scale of the project is to be negotiated with your lecturer based on your pitch and could be informed by a brief from a client.

(70% of assessment 1)

Assessment 2 (20%) (Deadline 11th May 2018, 12 noon)– Details:

Reflective Journal (1000 words)

A critical reflection on the outcome of the portfolio, the experience gained and how the work could be approached differently in the future.

The self-evaluation must reflect on the process of creating the interactive experience with critical consideration of established theories. This will be done in the form of a written report with critical reflection and the use of images of production work in progress. As well as relating the film making process to the real world, the planning processes employed should be referred to. You may include images from the production process including: screen grabs of the page layout and editing, and third party graphics, which have been re-appropriated.

This written assessment will be submitted electronically using Moodle.

The work must be a Microsoft Word compatible word-processed document formatted with double line spacing and include references for all third party content you have used (books, images, websites, films etc) and must conform to the School Referencing Guidelines (booklet available separately). There must be a word count at the end of the document.

Coursework Submission Guidance

You must conform to the following guidelines for submitting your work:

Production Work

You submit one folder containing the materials listed below. It should be labelled with the module code and your student number.

- Experimental research package of two pieces of interactive media focusing on 360 degree experiences;
- Original designs and research;
- Original image files (stitched and unstitched);
- Original authoring files;
- Final published/exported Interactive Media Experience files;
- Presentation pitch files;
- Screen grab and location work image files should be included and appropriately labelled,
- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 160000_ CAMF5008_1).

Written Work

- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 160000_ CAMF5008_1)
- Reflective documents must be submitted as a Microsoft Word document formatted with double line spacing and include references for all third party content you have used (books, images, websites, films etc) and must conform to the School Reference Guidelines (booklet available separately). There must be a word count at the end of the document. Addresses for blogs must be submitted as a hyper link inside a Word document,
- Folders of mixed file formats and content should be clearly labelled and organised,
- Files should be submitted as part of your portfolio digital folder by the deadline.
- **All work should be submitted via Moodle by the deadline.**

DEADLINE AND FEEDBACK

Deadline: Presentation Pitch 5th March 2018
(Time and location to be announced on Moodle).

All production work- 12 noon Friday 11th May 2018

Feedback due: Friday 1st June 2018

FEEDBACK

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between teachers and students in formal classes.
- Direct questions and responses from teachers inside and outside formal classes.
- Email correspondence between teachers and students.
- Interactions between students and teachers using the module message board on Moodle.
- Informal comments and responses to pitches and presentations in classes.
- Comments and annotations added to written submissions, such as essays and reflective journals.
- Formal written feedback in response to assignments recorded on the summative assessment module feedback forms.

You will have an opportunity to discuss your feedback with your tutor. **Feedback will be returned on assessed work within three weeks of submission.**

An example of the marking proforma can be found on the departments Moodle page and will be used alongside the assessment criteria provided in this booklet

Notes: