

new media in practice



New Media in Practice (CAFM4006)

Level 4 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Tuesday 10:15 – 12:05 (DR002 Media Lab & DR004 Annex)
Support: Tuesday 12:15 – 13:05 (DR002 Media Lab & DR004 Annex)

Module Tutors

Trevor Harris (t.harris@tsd.ac.uk)
Brett Aggersberg (b.aggersberg@tsd.ac.uk)
Dafydd Rowlands Room DR101

Module Support

Richard Beecher (r.beecher@tsd.ac.uk)
Dafydd Rowlands Room DR101

For times when the tutor is available for consultation, check the office hours on the office door and turn up for an appointment. If you need to consult the course team urgently, please email the staff member concerned.

AIM(S)

- To introduce a range of software available within New Media Production, and the range of pitch, presentation and writing skills required in New Media Production.
- To enable students to create a portfolio of new media production files in a variety of genres such as digital photography, sequential art, moving image, animation, interactive media and web design.

LEARNING OUTCOMES

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

- demonstrate the scope and limitations of a range of software packages and the writing skills used in New Media Production;
- make an informed choice about approaches to New Media Production scenarios;
- make a pitch and/or presentation for New Media Production work;
- demonstrate an ability to reflect upon their New Media design and production skills.

INDICATIVE CONTENT

This module will provide an examination of a range of (and interaction between) New Media Production scenarios and genres such as digital photography, sequential art, moving image, animation, interactive media and web design. Creation of pitch,

presentation and written material suitable for specific New Media Production environments will also be among the skills introduced to students.

ASSESSMENT

Coursework 100%

1) Assessment 1 (80%): Portfolio (to the equivalent of 3200 words)

A portfolio of New Media practice-based work that will comprise two pass/fail assessments and four individual pieces of work that will be included in your portfolio.

The following two pieces must be completed as part of the course assessment but will not be formally included in the portfolio:

- A. Individual Pitch (pass/fail assessment)
2-minute pitch to introduce yourself, your production skills and why you chose the BA New Media production degree course.
- B. Individual Presentation (pass/fail assessment)
5-minute presentation of your Photoshop images covering the following
 - choice of theme of images
 - photographic composition of images
 - Photoshop techniques used in the production of the images
 - formats used and issue related to use of images for different genres

The following four pieces must be included in your portfolio:

1. Photography
A set of 4 landscape format images taken in the RAW format. Images will be processed using Photoshop techniques such as layers, blending modes, retouching, clipping paths, alpha channels, montages and masking. Images must be saved in PSD, JPEG, PNG and TIFF formats for comparative purposes.
2. Animation
An animated logo for your website using SVG graphics created in Adobe Illustrator.
A short animated sequence using the images from assignment 1 for inclusion on your website.
3. Web Design
Create a website of 4 pages using Dreamweaver – home, animation, photography, and useful links. Content to be added from assignments 1 and 2. The production must show understanding of the following:
 - html and CSS editing
 - navigation design
 - accessibility issues
 - relative and absolute links
4. Game Concept
Devise a concept for an interactive games, to include the following schematics:
 - storyboard
 - flowchart
 - title / introduction screen
 - example sets / stages showing interactivity using pseudo code

Assessment Criteria

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 at the end of this booklet.

Coursework submission instructions

Hand in 2 separate copies of your work on disc to Y Cwad counter on the day of the deadline. You must conform to the following guidelines for submitting your work and accompanying disc, labelled as follows:

Surname_Identifier_ModuleCode_AssignmentNumber
(An example would be Williams_nh000_CAFM4006_1)

- Both the paper work, including the receipt, and the disc should be submitted in an A4 transparent 'reinforced pocket'.
- The disc should be submitted in a case (the thinner the better), a CD sleeve, an envelope or, if properly labelled, left loose in the reinforced pocket.
- The disc or its case/envelope should be physically labelled with your name. If you write on the CD-ROM you should use a marker pen designed for the purpose, NOT a pencil or ballpoint pen that may scratch the surface of the disc and make it unreadable.

Finally, you should always check the disc is readable on another computer; this will ensure that all necessary files have been copied onto the disk. If you get an error then you should check that you have not missed off copying any of the files from your computer onto the disk.

Deadline: Thursday 10 January 2013
Feedback due: Thursday 7 February 2013

2) Assessment 2 (20%): Reflective journal (800 words)

Critically reflect on the outcome of the portfolio, the experience gained and the skills that have been developed.

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 Reference Guidelines (booklet available separately). There must be a word count at the end of the document.

The assignment will be submitted on disc to Y Cwad and as an electronic document via email. You will be given a receipt for the physical submission and should not assume that the electronic copy has been received until a confirmation email has been sent from your tutor.

Assessment Criteria

You will be marked on your critical evaluation skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form at the end of this booklet.

Deadline: Thursday 10 January 2013
Feedback due: Thursday 7 February 2013

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 above when making your evaluation.

MODULE RESOURCES

Reading List:

Essential

Chapman, J. and Chapman, N. (2009) *Digital MultiMedia* (3rd ed.). Oxford: Wiley-Blackwell.

Recommended

Ang, T. (2008) *Digital Photography Masterclass*. New York: Dorling Kindersley.

Ang, T. (2011) *Digital Photography Step by Step*. London: Dorling Kindersley.

Ang, T. (2007) *How to Photograph Absolutely Everything: Successful Pictures from your Digital Camera*. New York: Dorling Kindersley.

Chapman, J. and Chapman, N. (2007) *Digital Media Tools* (3rd ed.). Oxford: Wiley-Blackwell.

Chapman, J. and Chapman, N. (2006) *Web Design: A Complete Introduction*. Oxford: Wiley-Blackwell.

Colborne, G. (2011) *Simple and Usable: Web, Mobile, and Interaction Design*. Berkeley, CA: New Riders.

Cooper, A., Reimann, R., Cronin, D. and Cooper, A. (2007) *About Face 3: The Essentials of Interaction Design*. Indianapolis, IN: Wiley Pub.

Curtis, H. (2002) *MTIV: Process, Inspiration and Practice for the New Media Designer*. Berkeley: New Riders.

Evans R. (2005) *Practical DV Filmmaking*. Oxford: Focal Press.

Garrand, T. (2006) *Writing for Multimedia and the Web* (3rd ed.). Oxford: Focal Press.

Gerantabee, F. (2007) *Dynamic Learning Flash CS3 Professional*. Beijing: O'reilly Media.

Handler Miller, C. (2004) *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. Oxford: Focal Press.

Jones, C. and Jolliffe, G. (2006) *The Guerilla Filmmaker's Handbook*. New York: Continuum.

Koren, L. and Meckler, R.W. (1989) *Graphic Design Cookbook*. San Francisco: Chronicle Books.

Krug, S. (2000) *Don't Make Me Think! A Common Sense Guide to Web Usability*. Indianapolis: Que.

Lidwell, W., Holden, K., Butler, J. and Elam, K. (2010) *Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design*. Beverly, Mass: Rockport Publishers.

McAlpine, R. (2001) *Web Word Wizardry*. Berkeley: Ten Speed Press.

McCloud, S. (2006) *Making Comics: Storytelling Secrets of Comics, Manga, and Graphic Novels*. Campbell, CA: Paw Prints.

McCloud, S. (2010) *Understanding Comics: [The Invisible Art]*. New York: Harper Perennial.

Norman, D. A. (2002) *The Design of Everyday Things*. New York: Basic Books.

Norman, D. A. (2007) *The Design of Future Things*. New York: Basic Books.

Press, A.L. and Williams, B.A. (2010) *The New Media Environment: An Introduction*. Oxford: Wiley-Blackwell.

Reddish, J. (2007) *Letting Go of the Words: Writing Web Content that Works*. Amsterdam: Elsevier/Morgan Kaufmann Publishers.

Roberts-Breslin, J. (2008) *Making Media: Foundations of Sound and Image Production*. Amsterdam: Elsevier/Focal Press.

Rodarmor, W. (2005) *Assembling Panoramic Photos: A Designer's Notebook*. Sebastopol, Calif: O'Reilly.

Sharp, H., Rogers, Y. and Preece, J. (2009) *Interaction Design: Beyond Human-computer Interaction*. Oxford: Wiley-Blackwell.

Sito, T., Whitaker, H. and Halas, J. (2009) *Timing for Animation*. Oxford: Focal.

Wardrip-Fruin, N. and Montfort, N. (2003) *The New Media Reader*. Cambridge, Mass.: MIT Press.

Weynand, D. (2010) *Apple Pro Training Series: Final Cut Pro 7*. Berkeley: Peachpit Press.

Williams, R. (2009) *The Animator's Survival Kit: Expanded Edition*. London: Faber and Faber.

Websites

www.sensible.com

www.searchenginewatch

www.w3c

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

THE FOLLOWING SOFTWARE WILL BE USED ON THIS MODULE:

Adobe Photoshop CS6, Adobe InDesign CS6, Adobe Flash CS6, Adobe Dreamweaver CS6, Adobe Illustrator CS6, Tumult Hype

BOOKING EQUIPMENT

The Media Demonstrator/Technician will be available at the following times during Semester 1 in order to provide equipment and support:

Monday	10am-2pm
Tuesday	10am-2pm
Wednesday	10am-4:30pm
Friday	10am-2pm

Audio visual equipment should be booked out at least 48hrs in advance using the booking forms available from the Media Lab and office DR101.

MODULE TIMETABLE

Tues 2 Oct	<i>Class Activity</i>	Module Introduction & Fundamentals of New media Individual Pitch
Tues 9 Oct	<i>Class Activity Assessment</i>	Bitmap Images & Colour Use of Photoshop for photographic editing Portfolio Assignment 1 started
Tues 16 Oct	<i>Class Activity</i>	Vector Graphics & Colour Use of the pen tool in Illustrator
Tues 23 Oct	<i>Class Activity Assessment</i>	Animation & HTML5 editing Use of Flash and/or Tumult Hype for animation Portfolio Assignment 2 started
Tues 30 Oct	<i>Class Activity</i>	Text & Typography Kinetic typography
Tues 6 Nov	<i>Reading week</i>	No class
Tues 13 Nov	<i>Class Activity Assessment</i>	Hypermedia Use of Dreamweaver for website design Individual Presentation Portfolio Assignment 3 started
Tues 20 Nov	<i>Class Activity</i>	Interactivity & Accessibility Use of Dreamweaver for website design
Tues 27 Nov	<i>Class Activity Assessment</i>	Scripting & Pseudo code Use of Flash and/or Tumult Hype for interactivity Portfolio Assignment 4 started
Tues 4 Dec	<i>Class Activity</i>	XML, Multimedia & Networks Portfolio Assignments 1-4
Tues 11 Dec	<i>Class Activity</i>	Assessment Support Session Portfolio Assignments 1-4
Tues 8 Jan	<i>Class Activity</i>	Assessment Support Session Portfolio Assignments 1-4 and Reflective Journal
Thurs 10 Jan		ASSESSMENT DEADLINE
Thurs 7 Feb		DEADLINE FOR ASSESSMENT FEEDBACK

Summative Assessment: end-of-module appraisal and feedback on outcomes

Learning Outcomes Achieved:

	Poor	Weak	Average	Good	Excellent
Demonstrate the scope and limitations of a range of software packages and the writing skills used in New Media Production					
Make an informed choice about approaches to New Media Production scenarios					
Make a pitch and/or presentation for New Media Production work					
Demonstrate an ability to reflect upon your New Media design and production skills					

Staff feedback on the work produced for this module:

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Mark:

Assessment 1	
Assessment 2	

**Please note that all marks are provisional until agreed/confirmed at the final Exam Board of the academic year.*