

New Media In Practice



2017–18

CAMF4006

New Media In Practice (CAMF4006)

Level 4 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Wednesday 9:00 – 12:00 TL12 (Mac Lab)

Module Tutors

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

Office Hour: Thursday 13:30-14:30

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.

The Media Demonstrator/Technician will be available to provide equipment and support.

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 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.

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.

Transferable Skills:

Note-taking, oral expression, research skills, communication, evaluative and analytical skills, interview, 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 one. Each class will last for three hours. There will be a Reading Week in week six.

The following software will be used on this module:

Adobe Muse, Adobe Photoshop, Adobe Illustrator and Adobe Edge.
Other relevant software will be recommended during the module.

BIBLIOGRAPHY

Essential

Chapman, J. and Chapman, N. (2009) *Digital MultiMedia* (3rd ed.). Oxford: Wiley-Blackwell.
Adobe Creative Team (2014) *Adobe Photoshop CC (2014 Release) Classroom in a Book*. Berkeley: Adobe Press/Peachpit Press.

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.

Rose, D. (2015) *Responsive Web Design with Adobe Photoshop*. Berkeley: Adobe Press/Peachpit Press.

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.

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

Websites

helpx.adobe.com/muse.html

www.lynda.com

www.sensible.com

www.searchenginewatch

www.w3c

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

<i>Week</i>	<i>Lesson Theme</i>	<i>Activity/Notes</i>
1	Module Introduction & Fundamentals of New Media	Introductions Web site reviewing Portfolio Assessment 1- Part 1 started
2	Hypermedia & Web Design	Use of Muse for website design. Planning and Project Mangament. Portfolio Assignment 1 Task 3 started
3	Graphics & Colour	Practices and experiments in the use of colour and image file management for the web
4	Creating and Embedding Media	Incorporating a range of external media into a web site. Creating video content for New Media.
5	User Experience- Interactivity, Usability & Accessibility	Concepts and practices of interactivity.
6	Reading Week ASSESSED- Presentation Pitch to group. 9:30am Normal lecture day and room.	You will present your web site design ideas to the group 5 min each.
7	Animation	Portfolio Assignment 1- Task 2 started Feedback on Presentation Pitch. Introduction to Animation within Adobe Creative Cloud.
8	Coding- Pseudo Code & HTML 5	Coding workshop.
9	Advanced Web Editing	Manipulating web based content.
10	Workshop	Web site alpha testing
11	Workshop	
	ASSESSMENT DEADLINE All assessments to be submitted by this date	12noon 11th January 2018
	DEADLINE FOR ASSESSMENT FEEDBACK	1st February 2018

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

ASSESSMENT

Coursework 100%

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

A portfolio of New Media practice-based work which will comprise of a presentation, and writing skills applicable to New Media, as well as production work in a range of disciplines, such as digital photography, moving image, animation, interactive media, coding, and web design.

The following three pieces must be included in your portfolio:

1. Pitch of Web Site Design = 20% of Assessment 1

A 5 minute presentation pitch of the overall design and experience of the website with evidence of relevant research.

2. Animation = 20% of Assessment 1

An animated logo or title banner to be included within your website using the HTML 5 format.

3. Web Site Design and Construction = 60% of Assessment 1

Create a website of 5 pages using Adobe Muse

– e.g. Home, Animation, Photography, Contact, and Useful Links.

The production must show understanding of the following:

- HTML 5 and CSS 3 principles
- User experience and navigation design
- Accessibility issues
- Hyper-links
- Inclusion of media elements

Drawings, research, and source files should be submitted as part of the portfolio.

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

A reflection on the outcome of the portfolio, the experience gained and the skills that have been developed throughout the module. Design mock-ups can be included here for discussion where appropriate. You should show an awareness of coding languages and web design considerations, including software and media choices, within your self reflection.

ASSESSMENT CRITERIA

You will be marked on your academic and presentation 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.

Your engagement with the assessment tasks and the theoretical and practical processes employed will be considered during the marking process. You should provide evidence of working with theories developed in lectures such as, user interface design, navigation structure, coding, animation techniques, and file formats, as well as evidence of research of the contemporary field.

You will be marked on your critical evaluation within your self reflection, and on your personal research 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.

All elements of the web page should load and function correctly.

Coursework submission instructions

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

Presentations and Practical Work

- The web site and associated files should be labelled and organised in a professional manner and the first page of the web site should be called index.html
- Web site pages, animations, audio and video should be fully functional and include all related and necessary files.
- The web site must be exported/published from Adobe Muse for the final submission.
- Original JPEG/PSD/Edge/Muse files should be included and appropriately labelled,
- Presentations should be submitted as a Powerpoint file or as a web link to the online version,
- Presentations using video and audio material should included the media files upon submission,
- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 160000_ CAMF4006_1),

Written Work

- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 170000_ CAMF4006_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,
- A PDF version of the blog or digital diary may be submitted instead of the reflective document.
- Folders of mixed file formats can be submitted as an archived Zip file.
- **All work should be submitted via Moodle by the deadline.**

DEADLINE AND FEEDBACK

Deadline:

PITCH- READING WEEK- 9:30am 8th NOVEMBER 2017

**12 NOON THURSDAY 11TH JANUARY 2018
(ALL WORK OTHER THAN PITCH)**

Feedback Due:

Pitch- 15th November 2017

All work other than pitch- 1st February 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.

FORMS TO BE SUBMITTED WITH ASSESSED WORK

Each assignment has assessment specification forms that need to be signed and completed at the point at which assessments are handed in. Your module tutor will discuss these with you at the beginning of the module, and will show you where they can be found on the Moodle pages for the module.

Notes: