

Networked Media Production

Unit Number 7881

Semester 2 2008

**Faculty of Design and Creative Practice
University of Canberra**

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

3 Credit Points

This is a 1st year (level 1) unit

This Unit Outline must be read in conjunction with:

- a) Studying at the University of Canberra: A Guide to Policies and Procedures which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at <http://www.canberra.edu.au/student-services>
- b) Guide to Student Services at the University of Canberra, available at <http://www.canberra.edu.au/student-services>

1: General information

Unit Convenor	Mitchell Whitelaw Room 9 C3 6201 5184 mitchell.whitelaw@canberra.edu.au
Lecturer & Tutor	Michael Honey michael@icelab.com.au
Lecturer & Tutor	Max Wheeler max@icelab.com.au
Lecturer & Tutor	Nathan McGuinness nathan@icelab.com.au
Administrative contact details	Margaret Russell Room 9 C6 6201 2972 Margaret.Russell@canberra.edu.au

2: Academic Content

Syllabus

Digital communication networks are now central to the forms, cultures and practices of media arts and production. This unit will introduce students to fundamental concepts and practices in networked media production, including web production and other networked media genres spanning text, image, audio and video. Examining the network as a context for cultural and creative practice, and offering practical instruction in producing specific networked media forms, this unit provides core skills that will underpin further media practice.

Learning Outcomes

On successful completion of this unit students will:

- understand the cultural and creative implications of digital communications networks for media production;
- understand and demonstrate fundamental processes of networked media production;
- be able to navigate and analyse networked cultural and creative practice; and
- be able to position their own work appropriately within the context of networked media practice.

Graduate Attributes

Draft Graduate Attributes for the BComm(Media/Multimedia Production)

These attributes summarise the general qualities expected of a graduate of the BComm(Media / Multimedia). Assessment tasks in this unit address specific graduate attributes, as well as learning outcomes of the unit.

1. Creativity

Graduates are able to create and present new ideas. They demonstrate initiative and imagination, and are able to take creative risks based on sound research and understand the dynamic of the field in which they are practising. Graduates are independent thinkers and are able to effectively contribute to contemporary culture.

2. Reflective practice

Graduates are reflective creative practitioners. They demonstrate an ability to continually document, review and assess their own practice as a basis for adapting and developing it. They demonstrate self-knowledge and a well-developed consciousness of their own imaginative, creative and intellectual process, and can effectively communicate that process to others.

3. Professionalism

Graduates are confident in themselves and their own skills and knowledge. They are able to work with others as part of a professional and creative community in the workplace. They take responsibility for agreed tasks, are aware of the dynamic of the group, evaluate their own performance and that of others, and demonstrate adaptability, leadership and resourcefulness. They implement decisions and are resourceful in uncertain conditions.

4. Communication

Graduates are able to retrieve, collate and express knowledge, ideas and opinion both orally and in written form, with confidence and clarity. They actively listen and respond to ideas of other people. They present arguments and ideas effectively, and communicate creative and professional processes.

5. Cultural Literacy

Graduates understand their field of practice and the cultural contexts that give that practice social significance. They interpret, analyse and respond creatively to their changing cultural contexts.

6. Technological Literacy

Graduates understand the technological context of their field of practice. They are able to analyse, select and evaluate relevant technologies, and use them in creative practice.

7. Ethics

Graduates act responsibly, ethically and with integrity. They value and respect differing views, while being able to negotiate difference of opinion.

8. Adaptability

Graduates are able to adapt to changes in context and professional practice, and have the skills to identify, acquire and apply new knowledge in their field. They value life-long learning.

3: Delivery of Unit and Timetable

Delivery mode

Lecture	Tuesday 6B10	9:30 - 11:00
Workshops	Tuesday 9B18	14:00 - 16:00
	Wednesday 9B18	16:30 - 18.30
	Thursday 9B22	9:30 - 11:30
	Thursday 9B18	16:30 - 18:30

Lecture & Workshop Schedule

Wk	Starts	Lecture Topic	Workshop Topic
01	21 July	What is Networked Media? - Michael Honey	No Workshop
02	28 July	Blogs - Nathan McGuinness	Get a Blog
03	4 Aug	Carving Up the World - Michael Honey	Read Some Feeds - Navigating Networked Media
04	11 Aug	Web 2.0 - Nathan McGuinness	YouTube, Flickr, Vimeo - Social Media
05	18 Aug	No Lecture	More Social Media
06	25 Aug	Multiplicity - Michael Honey	Work on Project A
07	1 Sept	No Lecture	Work on Project A
08	8 Sept	No Lecture	No Workshop
09	15 Sept	No Lecture	No Workshop
10	22 Sept	HTML and how to Do It - Max Wheeler	Writing Some HTML
11	29 Sept	Remix, API, Mashup - Max Wheeler	Remix, API, Mashup
12	6 Oct	Data. Everywhere. Michael Honey	Data Visualisation
13	13 Oct	No Lecture	Work on Project B
14	20 Oct	No Lecture	Work on Project B
15	27 Oct	Quiz	Work on Project B

4: Unit Resources

Required text

There is no set text for this unit. However, you are expected to access a range of online resources suggested by tutors and other students.

Materials

Portable Hard Drive: Students will use this drive throughout their degree and are therefore encouraged to purchase a cross platform portable high speed hard drive with at least a 100 gigabyte capacity.

Students will also need to keep their UC internet account up to date for use in workshops.

Web Site

The unit web site is available at <http://icelab.com.au/study/networkedmedia/> This unit does not use WebCT.

Readings

Readings will be made available throughout the unit via the website above.

5: Assessment

Item	Weighting	Due
1. Production Project A	25%	End week 7
2. Production Project B	25%	End week 15
3. Blog	30%	Continuous (marked wk 16)
4. Quiz	20%	In Lecture week 15

Description of Assignments

1. Production Project A - 25%

This assignment will challenge your theoretical understanding of how networked media is constructed. The focus is on networked media structure rather than specific production techniques.

Choose one of the following:

1. Take an existing website that includes significant user transactions: examples include online shopping, financial sites, social sites and the like. Diagram the site's **information flow**, with particular attention given to user management - login, passwords and preferences. Critique the way the site handles that flow: how could it

- be improved? Compare the site's approaches with alternatives used by similar sites and explore why they might have made the decisions they did.
2. Curate an **online exhibition** in any medium: photography, music, video, writing, architecture - something you're interested in and knowledgeable about. Consider how your subject can be best made available to the viewer. Ensure that all content used is licensed appropriately and attributed accordingly. How does the size of your collection affect how it can be organised? What online tools are available to assist with creating and viewing collections? Address these questions in your rationale.
 3. Research a current-affairs topic and build a **reference page or site**. This will give the intelligent reader a thorough background to the topic and provide links to information - textual, image, video, audio. Use other sites - good and bad - to help you understand how clarity of exposition, site structure, impartiality, navigation and layout contribute to an authoritative presentation of factual information. Refer to these examples in your rationale.

Your assignment may be submitted in any appropriate form, but must be accessible via a single URL. Possible forms include a blog post, a stand-alone web site, or a PDF document; consider the most appropriate form for your project and consult with your workshop tutor before choosing a form.

Whichever project you choose, you will need to accompany your assignment with a blog post which discusses your process and explains your choices.

Assessment Criteria

Your assignment will be assessed on how well it demonstrates:

- An understanding of practices and conventions of networked media production.
- An ability to critically analyse networked media content and techniques.
- An ability to create networked media content that engages with its cultural and technological context

Graduate Attributes

This assignment addresses the following Graduate Attributes:

- Technological Literacy
- Cultural Literacy
- Creativity

2. Production Project B - 25%

This assignment will extend your theoretical knowledge and require you to exercise your understanding of production techniques.

Choose one of the following:

1. Build a **data visualisation**: scientific, sociological, ecological, personal (your own life, for example, is a trove of data: blog posts, browser history, last.fm, iTunes, books read, TV watched, meals eaten...). If the data is not your own, ensure that it is used under an appropriate license. The visualisation can be either algorithmically generated or hand-crafted, but consider how its design can help the user discern patterns hidden in the "raw" data. Demonstrate an awareness of how different types of visualisations are more or less useful at achieving their aims. Consult with your tutor on possible techniques and forms to present your visualisation.
2. Create and structure a **photographic tour** by combining geotagged photographs on Flickr with Google Earth/Maps. Consider narrative in the context of physical location

and the delivery medium. Ensure that all content used is licensed appropriately and attributed accordingly.

3. Make a **video for YouTube**, Vimeo, or any other video sharing service that presents an analysis or critique of that service. The video must be engaging, entertaining, well planned and written; it must creatively exploit the video form, offer acute analysis and demonstrate a sound understanding of the platform. You may use pre-existing sound, image and video sources provided they are licensed appropriately and attributed accordingly. The video must be uploaded to and presented on the relevant service.

Whichever topic you choose, you will need to accompany your assignment with a blog post which discusses your process and explains your choices.

Assessment Criteria

Your assignment will be assessed on how well it demonstrates:

- An ability to create networked media content that engages with its cultural and technological context
- An ability to navigate and ethically apply networked media services and content for creative production.
- An ability to critically analyse networked media content, practice and techniques.

Graduate Attributes

This assignment addresses the following Graduate Attributes:

- Creativity
- Technological Literacy
- Cultural Literacy
- Ethics

3. Blog - 30%

This assessment item requires you to create and maintain a blog (short for “web log”) for the duration of the unit. You should write regular entries (at least one per week for each teaching week) that demonstrate your engagement with the unit - that you are:

- thinking about the readings and lectures,
- working on production tasks,
- discovering relevant sites and resources and
- reflecting on your own “networked media” practice

The blog should also demonstrate your understanding of, and ability to creatively implement, networked media techniques and practices, including:

- Creating and maintaining links between your own work and that of your peers (both within the unit and beyond) - within posts and in your “blog roll”.
- Customising the blog template and integrating other services and content into the blog (for example Flickr or del.icio.us sidebar blocks)
- Analysing the use and audience of your blog to reflect on how it functions as networked media.

Assessment

The blog will be assessed on the basis of these required elements:

One post per week: the blog must contain at least one post in each of the teaching weeks (beginning week 2). This is a pass/fail requirement: blogs that do not have one post per week will be graded as a fail.

Three nominated posts: in your final blog post, due by the end of week 15, you must nominate three posts for assessment. The content of these posts will be assessed according to the criteria below.

Reflective “meta” post: your final blog post should also reflect on and analyse your blog’s content, audience and connectivity. Consider overall traffic, most popular content, traffic sources (search and other sites) and the role of social media services. Note that while we value connectivity and the process of finding and building an audience, this is not a popularity contest (i.e. more traffic is not necessarily better): you should rather demonstrate an ability to understand and analyse the way your own blog functions as an example of networked media.

Assessment Criteria

Your blog will be assessed based on how well it demonstrates:

- Clear engagement with, and reflection on, the content of the unit.
- An ability to create, customise and integrate networked media forms.
- An ability to position your own practice appropriately within the context of networked media practice.
- An ability to analyse, reflect on and understand the connectivity and audience of an example of networked media.

Graduate Attributes

This assignment addresses the following Graduate Attributes:

- Reflective Practice
- Communication
- Adaptability
- Technological Literacy
- Cultural Literacy

4. Quiz - 20%

The quiz will be 10 short answer questions, based on the content presented in lectures. It will be administered during the lecture time slot in Week 15. The quiz will assess:

- Your understanding of the cultural and creative implications of digital communications networks for media production
- Your understanding of fundamental processes of networked media production

Graduate Attributes

This assignment addresses the following Graduate Attributes:

- Technological Literacy
- Cultural Literacy

Feedback

For the assessment a combination of general, in class and written feedback will be provided. Written feedback will be provided via UC student email; it is the student’s responsibility to ensure that their UC student email account is functional.

Grading

The pass mark for this Unit is 50%.

Submission of Work

All work must be completed and submitted by the due date. Work submitted after the due date will only be assessed on a pass or fail basis and without comments, unless an extension has been given. Extensions will not be given automatically on application.

Work submitted more than one week after the due date will only be assessed at the lecturer's discretion and the pass or fail mark might be subject to an additional ten percent downgrade.

Extensions

Extensions will only be given for substantial medical or similar reasons. Workload pressures from other units, or outside employment, are not valid reasons for an extension. Participants must request an extension at least two days before the due date and state the reason for the extension, and the length of the extension sought. If an extension is given work must be submitted by the extension date. Work submitted after the agreed extension date will not be assessed and will receive an automatic fail. Extensions will not be given automatically on application.

6: Student Responsibility

Enrolment

It is the student's responsibility to ensure that they are correctly enrolled in each subject and that the subjects are correct for their course of study. Students should confirm their subject enrolment details via OSIS (On-line Student Information System) before the end of Week 2.

Attendance and participation

Students are expected to attend and actively participate in all lectures, and workshops. If a student misses more than two lectures or workshops, regardless of reason, it may negatively impact upon their final assessment, due to them having missed important educational information and material. Announcements that are made at lectures, and via class email, are deemed to be made to the whole group.

Workload

The amount of time you will need to spend on study in this Unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp Unit the total notional workload over the fifteen week semester is assumed to be 150 hours or an average of 10 hours per week. These hours include time spent in classes. Students are expected to read extensively from recommended and other texts.

IT Skills

Basic computer and internet skills are required.

7: Student Feedback

All students enrolled in this Unit will have an opportunity to provide anonymous feedback on the Unit at the end of the Semester via the Unit Satisfaction Survey which will be presented to you on OSIS. Your lecturer or tutor may also invite you to provide more detailed feedback through an anonymous questionnaire administered through the University's Centre for the Enhancement of Learning Teaching and Scholarship (CELTS).

8: Authority of this subject outline

(a) Standard provision

Any change to the information contained in Section 2 (Academic content), Section 3 (Delivery of Unit and timetable) and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of staff and a majority of students has been obtained; and if written advice of the change is then forwarded to each student enrolled in the Unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.

(b) Exceptions to the standard provision

Although every effort will be made to adhere to the subject as described in this subject guide the lecturer reserves the right to adjust, alter, or change lecture and workshop material as is seen fit to better meet the requirements of the 2008 cohort of students.