

Pervasive Media 1

Module Code UPCP44-30-1
Module Leader Rod Dickinson
Rod.dickinson@uwe.ac.uk

Module Handbook 2016-2017



Contents

| | |
|--|----|
| Pervasive Media 1 | 1 |
| Contents..... | 2 |
| Introduction | 3 |
| Module team contact information | 4 |
| Introduction and module aim..... | 4 |
| Module aims..... | 6 |
| Learning Outcomes..... | 7 |
| Organisation of the Module..... | 8 |
| Teaching and Learning Methods | 8 |
| Week by week..... | 12 |
| Curriculum Summary | 12 |
| Assessments..... | 22 |
| Dates, briefs and assessment criteria | 22 |
| Assessment Summary | 23 |
| Assessment Details | 23 |
| Digital portfolio (individual work) Submit online | 24 |
| Group project, Proposal and group workbook blog..... | 26 |
| Assessment: Group work..... | 30 |
| Referral (What happens if you fail)..... | 30 |
| Assessment Criteria..... | 31 |
| Core Reading..... | 32 |
| Books, articles and texts that are key to the module | 32 |
| Core Reading..... | 33 |
| Further Reading: Books | 33 |

Introduction

Module team contact information

Rod Dickinson rod.dickinson@uwe.ac.uk (Module Leader) Office 2S513

Andy Channelle andy@channelle.co.uk (Instructor) Office 2S513

Introduction and module aim

This handbook contains all the basic information for the module, but the module intranet site on Blackboard has full lecture and workshop details. These details, along with handouts, lecture materials, full reading and references will be added each week. Check blackboard every week for updates, information and suggestions.

Pervasive Media is both your introduction to producing for the web and an exploration of how networked media changes as it becomes increasingly mobile and available on many different screens and platforms.

Alongside this sessions will introduce you into the history and contemporary impact of networked technology, addressing questions such as the difference between audiences and users, producers and consumers. We will explore how media changes once it becomes local and located to a specific place or event.

Through producing a series of media production projects you will put these ideas and theories into practice and explore their critical and creative possibilities.

The lecture/seminar sessions will also introduce you into the practical processes and possibilities of web based media production. We will look at the importance of user experiences and interface design, the pervasive role of computer code in all digital media (and how you can begin to master it). The module will also introduce you to production processes; how to initiate and develop ideas to how to make prototypes and test them.

Most of your session each week will be spent in the computer lab making and producing: learning new skills and software, experimenting and testing out ideas and then finally producing projects.

We will use a range of software, from photoshop to sublime code editors and ftp clients.

We expect you to also bring the skills and knowledge that you have learnt on the other modules; the camera skills and narrative construction from Convergent Media and the ideas and theories from Media Archaeology and Media & Design Contexts.

Having the ability to design, web publish and manipulate digital media is a necessary skill for all kinds of professions. This module locates those practices from a historical and theoretical vantage point and asks you to first master them, then question and experiment with them and finally to remake them.

We will also be asking you to bring your own experiences to bear in this creative space; your own insights are key to your success on this module, particularly for the larger group project in the second term.

We do not want you to reproduce conventional ways of making media or to reproduce the conventional ways of seeing the world; your own independent perceptions should lead to the production of experimental and creative pieces of work.

Module aims

- To support you in the production of a variety of web based digital media projects that imaginatively and critically explore the possibilities of the medium and platforms you utilise.
- To introduce you to the history and field of new media and networked media the ways in which they can assist the ideas development and production of a series projects.
- To introduce the methodologies and processes of web based media production.
- To make a creative space for you to imaginatively explore the possibilities of the technologies and ideas that you encounter on the module.

Learning Outcomes

By the end of the module we hope you will have discovered that making media can be a lot of fun.

We also expect that after you have made the Digital Portfolio assessment you will be able to:

- Use a range of appropriate online tools and software for web based media production
- Begin to understand the process of research for media production
- Draw, design and implement a variety of web based interfaces using appropriate software and tools
- Produce a variety of media individually.
- Manage your time and production workflows.

And in addition once you have completed the Group Project assessment you will be able to:

- Understand a range methods and practices for producing pervasive and locative projects.
- Understand critical concepts and debates around pervasive and mobile web media
- Conceive of a user experience and design and build projects for a user.
- Critically compare your own work with other work (communication skills, articulating ideas).
- Use an exploratory, experimental and artistic approach to media production
- Produce media as part of a group and take responsibility for your individual participation in learning, including the development of time management skills and production workflows.

Organisation of the Module

Teaching and Learning Methods

There is a 1-2 hour workshop every week, which is divided between lectures and technical workshops on different weeks. Then in the afternoon of the same day there is a 2-3 hour studio session which will be used for a mixture of technical workshops, tutorials and self directed work.

In the first semester you will work on individual exercises, submitted online as a digital portfolio. Towards the end of the first semester you will form groups of three or four to **generate ideas** for the group project. You will then **split into groups of two** and begin work on the group project (submitted at the end of semester two).

In January you will present your proposal and idea to your workshop in an informal presentation.

Workshops

Production work takes place in the workshops. They include technical tuition, set exercises, group tutorials and ongoing project support. They will also provide an opportunity to relate the theoretical content of this and other modules and to the development of your project. The emphasis of the projects should be to experiment with ideas and techniques. To take an imaginative and questioning approach.

Full attendance at the workshops is very important. In missing a workshop you may miss vital technical tuition or project guidance, and hinder your group work. Technical tuition is generally only available in the timetabled workshops - make the most of them!

Lecture/seminar

The lecture/seminar session will introduce key theoretical issues and debates around Pervasive media alongside production techniques and methods. Case studies and examples of a wide range of relevant Media will be shown and discussed in relation to the production exercises and projects.

Blackboard

The Blackboard website is an essential element in this module. It will carry lecture materials, handouts and further reading, as well as extensive links, by lecture and topic, to relevant sites containing either theoretical sources or examples of interactive projects and approaches. It is updated every week and is the main means of communication between staff and students outside taught classes.

Tutorials

In the second semester each group project will engage with its own theoretical, aesthetic and practical issues. To support this there will be a series of tutorial based workshops. The exact content and schedule will be decided on in the light of the ideas and techniques that you require for each project. Groups should bring their own examples, ideas and questions to the workshop. Preparation and participation in workshops should be thoroughly recorded and reflected on in your project development blog.

Reading

All of the core readings for the module are located online, either on the web or on Blackboard. These texts are the theoretical backbone of the module and you must read them! Each week a new text will be posted or linked to on Blackboard. Usually these texts will be directly relevant to the weekly lecture. The texts are also listed in the week by week summary below.

Often you will find other suggested, further reading also posted on Blackboard, in some cases these may be from books that you can find in the library, or they may also be found online.

The Pervasive Media Studio at the Watershed (that you will visit after Christmas) has produced this excellent web guide to making pervasive projects

<http://pervasivemediacookbook.com/>

In addition we suggest you read:

Manovich, Lev (2002) *The Language of New Media*, Cambridge Mass: MIT

Johnson, S. (1997) *Interface culture*. San Francisco: HarperEdge.

Garrett, J. (2011) The elements of user experience. Berkeley, CA: New Riders.

The purpose of further reading is to introduce various opinions expressed by a number of authors. This does not mean that just because a book is not listed here that it may not be relevant to the course. **We would encourage you from the outset to explore the wide variety of material contained in our library, which can be equally useful when researching your project and writing your evaluative essay. You will inevitably all embark on different projects about differing subjects that will demand different resources.**

Group work

Groups will be organised at the beginning of the second term. They are generally of three to four people to brainstorm ideas, splitting into two people for production. All groups must be agreed with your workshop tutor. Swap emails / twitter/ fb and phone numbers where appropriate within the group.

The module rule is that you must reply to a communication from a group member within 24hrs.

Hopefully your experience of collective work will be an enjoyable and productive one, however problems may arise. If at all possible tackle these through dialogue within the group, but if necessary speak to your workshop tutor / module leader as soon as possible.

Technical Support

Technical support is available by arrangement outside your workshop times. If you have used any advanced techniques not covered we will do our best to assist you, however part of the learning on the module involves mastering solving technical problems and troubleshooting yourself using online resources.

Nevertheless we want you to be AMBITIOUS, so we will try wherever possible to facilitate advanced use of a variety of software.

The University gives you a log-in / membership to the excellent online technical learning resource <http://www.lynda.com/> where you have access to the thousands of online courses in every version of every piece of software (and much more).

Week by week

Curriculum Summary

19 SEP - WEEK 1

Lecture / Seminar

INTRODUCTION TO PERVASIVE MEDIA. MEDIA IN LIFE / LIFE IN MEDIA

(Platforms, locations, context, information, distribution, interaction and participation)

Workshop

Online tools, Wordpress, weebly, web building quickly and easily

26 SEP - WEEK 2

Lecture / Seminar

CODE WORLDS.

(Code everywhere, server side - client side, programming and logic, pseudo code, html, css, ASCII)

Workshop

Intro to html and CSS. Intro to dreamweaver. Semantic web, HTML 5 doc structure, CMS CSS semantics, separation of code and content. Introduction to web authoring. DNS, servers and clients.

3 OCT - WEEK 3

Lecture / Seminar

NAVIGATION WAS ALWAYS A DIFFICULT ART.

(Hypertext worlds, Non linearity, Database, Tree structures vs database structures, deep and shallow architecture, search algorithms, automated searches and algorithmic matches, data mining.) Workshop: html, hyperlinks, hyper structures, web architecture)

Workshop

html, hyperlinks, hyper structures, web architecture, graphic hierarchy, intro to cascading css, navigation structures, wordpress, flow diagrams,

10 OCT - WEEK 4

Lecture / Seminar

INTERFACED, AN INTRODUCTION TO INTERFACE DESIGN

(Designing for the screen, screen size, layout, fonts and grids, Immediacy , hypermediacy, The Zero interface, illusionistic space, non illusionistic space and abstraction, fragments and heterogeneity. Virtual spaces, real spaces, software environments, vr and oculus rift, Interface Culture)

Workshop

Interface design, understanding signs, symbols and styles

Interface design exercise. Intro to <https://www.draw.io/> and other prototyping tools

wireframes, menus and interface elements; designing for screens; screen size and orientation; content layout, css layout, float & clear

17 OCT - WEEK 5

Lecture / Seminar

TYPOGRAPHY FOR THE WEB

(Expanded use of typography, text as medium, the medium is the message, El Lissitzky to Kruger, fonts and fluidity, text as composition, CSS and style guides, PNG vs JPG vs SVG, responsive design)

Workshop

INTRODUCTION TO IMPOSSIBLE INTERFACE MINI PROJECT

CSS layout, divs, block elements, float and clear

Fonts & web fonts, bitmap vs vector. CSS fonts, @font-face, Google fonts, Font repositories; Font Squirrel, css layout exercise.

24 OCT - WEEK 6

Lecture / Seminar

IDEAS DEVELOPMENT PROCESS

(Inspiration and research workflow, generating ideas, looking at examples, being aware of context)

DESIGN PARAMETERS & DESIGN THINKING

(Iterative development, what is a prototype and step by step workflow)

Workshop

Prototype workshop

Intro to templates, Bootstrap and Pingendo

Live and Static remixes, Embedding, Flickr, Twitter, iframes, rss, html5 player, flash vs MP4; plain text, ASCII vs rtf.

31 Oct - WEEK 7

SELF DIRECTED STUDY – NO TEACHING

Begin work on Impossible interface project (research, sketches and ideas)

7 NOV - WEEK 8

**Lecture /
Seminar**

MOBILE MEDIA AND MIXED REALITY.

(Spatial Narratives, hybrid displays, VR vs Mixed Reality, Blast Theory, Augmented reality)

Workshop

INTRODUCTION TO LOCATIVE EXPERIENCE MINI PROJECT

QR codes, RFID and iBeacons, JQuery mobile

14 NOV - WEEK 9

**Lecture /
Seminar**

DOCUMENT DESIGN AND LAYOUT

(Design is not control, from print to web, A medium always contains previous mediums - McLuhan, Ebb and flow, fluid layouts, web colour ref, ems)

Workshop

Recap and more detail on previous topics

21 NOV - WEEK 10

**Lecture /
Seminar**

INTRODUCTION TO USER CENTRED DESIGN

(What is a User? Interaction, experience, function and form, user centred, user testing)

Workshop

INTRODUCTION TO USER EXPERIENCE ANALYSIS

FTP, understanding remote servers and Apache file structures, <http://webstyleguide.com/wsg3/3-information-architecture/2-organizing-information.html>

28 NOV - WEEK 11

| | |
|--------------------------|---------------------|
| Lecture / Seminar | PROJECT WORK |
|--------------------------|---------------------|

| | |
|-----------------|---------------------|
| Workshop | PROJECT WORK |
|-----------------|---------------------|

5 DEC - WEEK 12

| | |
|-------------------|---|
| Assessment | Pervasive media folio (35%) SUBMIT 6 Dec 2pm, submit online via Blackboard |
|-------------------|---|

| | |
|--------------------------|---------------------|
| Lecture / Seminar | PROJECT WORK |
|--------------------------|---------------------|

| | |
|-----------------|---------------------|
| Workshop | PROJECT WORK |
|-----------------|---------------------|

CHRISTMAS BREAK END OF SEMESTER 1

SEMESTER 2

16 JAN - WEEK 13

| | |
|--------------------------|---|
| Lecture / Seminar | MARKS AND FEEDBACK / PROFESSIONAL PRACTICE DAY TBC (Discussion and critical evaluation of project work) |
|--------------------------|---|

| | |
|-----------------|---|
| Workshop | Introduction to mobile web, media queries and responsive layout. Forming groups |
|-----------------|---|

23 JAN - WEEK 14

| | |
|------------------|--|
| Lecture / | MARKS AND FEEDBACK / THE SPECTACLE AND THE PERVASIVE SCREEN |
|------------------|--|

Seminar

(SI, revolution and aesthetics, pervasive screens, critical tactics, the derive, detournement, Spectacle 2.0)

Workshop

INTRO TO THE GROUP PROJECT BRIEF

(Brainstorming ideas, Iterative development, prototypes and step by step workflow, from idea to project)

Intro to App Furnace 1.

30 Jan - WEEK 15

Lecture / Seminar

SPACES AND CONNECTIVITY

(Kitchin and Dodge, Gladwell, weak ties, strong ties)

Workshop

DISCUSSIONS ABOUT PROJECT IDEAS

(what is research)

Introduction to locative media and App Furnace 2.

6 FEB - WEEK 16

Lecture / Seminar

PLAT / FORM VS CONTENT

(And what we mean by a critical and experimental approach; information and context)

Workshop

PROTOYPES AND USER TESTING

(From menus and navigation to code and spatial considerations)

Introduction to App Furnace 3

13 FEB - WEEK 17

| | |
|-------------------|--|
| Assessment | SUBMIT PROPOSAL / DISCUSSIONS AND PRESENTATION (and pre production checklist and schedule) 15 Feb 2pm, Submit via blog |
|-------------------|--|

| | |
|-----------------|--|
| Workshop | Introduction to JavaScript 1 – Project Work App Furnace 4 |
|-----------------|--|

20 FEB - WEEK 18

SELF DIRECTED STUDY – NO TEACHING

27 FEB - WEEK 19

| | |
|-------------------|---|
| Assessment | SUBMIT FIRST PROTOYPES 1 Mar 2pm, Submit via blog and FTP |
|-------------------|---|

| | |
|-----------------|--|
| Workshop | DISCUSSION ABOUT MEDIA ASSETS Introduction to JavaScript 2 |
|-----------------|--|

6 MAR - WEEK 20

| | |
|-----------------|--|
| Workshop | STUDIO WORK: on demand sessions and project work Introduction to JavaScript 3 |
|-----------------|--|

13 MAR - WEEK 21

| | |
|-----------------|--|
| Workshop | STUDIO WORK: on demand sessions and project work |
|-----------------|--|

20 MAR - WEEK 22

Assessment

SUBMIT SECOND ITERATION OF PROTOYPES / MEDIA ASSETS Wed **9 March 2pm, Submit via blog and FTP**

Workshop

STUDIO WORK: on demand sessions and project work

27 MAR - WEEK 23

Workshop

STUDIO WORK: on demand sessions and project work

3 APRIL - WEEK 24

Workshop

STUDIO WORK: on demand sessions and project work

STUDENT HOLIDAY

24 APRIL - WEEK 25

Workshop

STUDIO WORK: on demand sessions and project work

Assessment

SUBMIT DRAFT PROJECT AND INITIAL USER TESTING
26 April, Submit via blog and FTP

1 MAY - WEEK 25

Assessment

SUBMIT FINAL PROJECT AFTER USER TESTING AND
SUBMIT WORKBOOK BLOG Pervasive media Group
Project (65%)

2 May 2pm, Submit via blog and Blackboard

Assessments

Dates, briefs and assessment criteria

Assessment Summary

Hand in Dates

There are assignments each term (or semester) for Pervasive Media. In term / semester one you produce a digital portfolio of 3 small exercises. After Christmas you team up into small groups and produce a larger project. This group assignment has a series of staggered deadlines that follow the production process throughout the term.

Much media production involves problem solving of one kind or another and these staggered assignments are designed to guide you through each stage of production and each stage of problem solving.

You will work on the group project right through to May; this might seem as if it is a long time, but it will fly by!

Below are the key submission dates that you need to know:

6 Dec 2pm (individual work, 35%) Digital portfolio

15 Feb 2pm Group project: Proposal and schedule

1 Mar 2pm Group project: First Prototypes

9 Mar 2pm Group project: Second Prototypes / Media Assets

26 Apr 2pm Group project: Draft project and user testing

2 May 2pm (group work, 65%) Group project: Final Project

Assessment Details

Assignment briefs

Below are the basic briefs for the assignments. Substantial technical and theoretical resources and suggestions to help you with these assignments will be provided both in the workshops and on blackboard as the term progresses.

Digital portfolio (individual work) Submit online

Submit all four set exercises **online via your Wordpress web site**.

These exercises are designed to bring together the technical skills you are learning and the theoretical concerns of the module, with a view to generating lots of ideas for the group projects. **We are looking for an imaginative and experimental response to the brief.**

Digital portfolio: The Impossible Interface

Design a mobile and desktop interface for an imaginary or impossible service.

Design a portrait mobile version and a larger screen landscape version.

Your designs should be accompanied by sketches, research, design ideas and tests all posted on your workbook blog.

Build the mobile page as a single web page.

Your blog should document the design process and should include:

- Research (links, screenshots, analysis) into related services, apps, web sites
- Sketches and Wireframes for each interface.
- Graphic mock up for each interface.

The final output should be two PNG image files (graphic mock ups), one of each interface and a single mobile web page **with all the necessary graphic elements (CSS layout grid and text, PNG images) translated and carefully formatted / embedded into html to realise your interface design graphic. The interface (menus, buttons, links etc) should not work but should demonstrate the design.**

Think about the ways in which the web or mobile media changes services and the way in which we use media forms (newspapers, radio, social media etc.) and creates the possibility for new online or different services and utilities that were previously offline (VOIP, parking apps, spirit level etc) or simply didn't exist previously (Whatsapp, Snapchat).

The mobile page should be made using CSS layout techniques and PNG graphics. You may not use a readymade template or platform for this assignment.

Consider how a user would interact with your interface, the hierarchy of the functions and graphic rendering and style of the interface.

The designs should contain all the elements that would go into the main interface screen for your idea. Navigation, menus, images, layout, fonts, columns, colours, graphic identity etc.

Digital portfolio: Locative Experience

Produce a small mobile formatted web site of two or three pages that interactively connects together an experience, situation or place in Bristol with media that you have authored (focusing on audio, images, text and graphics).

The project must be based on a location in or near the city centre (between Castle Park and M Shed).

The project should require the user to be physically present at the situation or place for it to be meaningful and perhaps for it to work. The project should aim to re-imagine the situation or place for the user in an unexpected and imaginative way.

Your project will need to include an Intro page, with instructions, a map page or map link (for mobile use) and a project page/s with associated media.

Include research, design notes, sketches and plans in your workbook blog. Your blog should include a minimum of:

- Design idea and research.
- Documentation of a site / location visit
- Interface design (wireframe / graphic mock up)

You should test your project as you develop it

Build your project with whatever tools are most appropriate (wordpress / mobile templates / Pingendo / HTML & CSS etc).

Digital portfolio: User Experience Analysis

Write a short (400 – 500 words) analysis of a mobile web site or app.

Carefully explain (with diagrams and screenshots) the user experience. This should include the practical and functional aspects of the mobile web site or app (ease of use, information architecture and efficiency) but it should also describe how affective and meaningful the experience is.

Submit as a single web page / wordpress page with appropriate links, images, screen grabs etc.

Study the example's structure, interface design, navigation. Make reference to, and apply, **one** or more of the theoretical concepts discussed in the lectures. Include a properly referenced bibliographic entry for your reference/s.

Group project, Proposal and group workbook blog

Project Brief: Neighbourhood Narratives

Make a project that incorporates mobile media and explores an aspect of Bristol.

The title of the brief is: 'Neighbourhood Narratives - An other City'.

The project might include elements of the city that are hidden from view, or transform the way we see, navigate or experience the city. Or it might explore the relationships of the inhabitants to each other, or to the city environment. It could also explore some aspect of the city that is directly linked to specific media forms (the sound of the city for example).

Your project should take a critical and experimental approach both with the subject/s that project tackles and the media and platforms that it utilises.

You will need to spend some time researching and exploring Bristol to find a focus and theme for your project.

Submit the project online with a several paragraph proposal (on your blog) outlining what you intend to produce.

Make your project using appropriate tools and platforms, bear in mind that this means that all technical features of your project (from screen size to fonts, interface design, etc) must be considered and decided on in terms of your project's design and rationale. Record your decisions and rationale in your blog.

Your project blog must include:

- Thematic research
- Theoretical research (reading relevant texts, reflecting on them and including them as part of the discussion about your design process)
- Design ideas

- Wireframes
- Graphic mock ups
- Evidence of user testing (images / video)

2. Group project: Proposal and schedule

For the group project you must submit a proposal for the project you are planning to undertake.

You must explain to us what ideas underpin your proposal? (thematic and theoretical research). The proposal is your working outline for your project - it should provide you and us with a vivid idea of what you are attempting.

Your proposal should be written in two forms:

In 2 sentences, In several paragraphs.

So that you are able to articulate your idea and project both in summary and in more detail.

You will present your proposal to your peers in an informal session.

3. Group project: First Prototypes

A prototype is a working model or test of some or all of the techniques and technologies that will comprise your project.

Usually a prototype is a way of demonstrating (to yourself and to us) that a particular tool or technique can and will do what you want it too. This could be a function in App furnace, a Wordpress plug in, or even a CSS layout. In each case you need to test its functionality before including it into your project.

Often a project will comprise of many 'iterations' of prototypes before it is resolved and works / functions. It is important that you save these iterations so that we can see the process that your project has undergone in its technical and design development.

Part of making a prototype means testing it until it breaks. You and others should try to find the limits of the functionality of your prototypes. You should be testing everything you make with users (friends, flatmates) from the start.

4. Group project: Second Prototypes and Media Assets

Your prototyping should continue until the project is complete and we expect that you will make more than one (probably more than two prototypes).

It should also include an interface designs / sketches and navigation / wireframes / graphic mock up / web architecture plan.

It should include a clear indication of what the final project will look like and how it will work (what platforms and technologies it will use) this might be based on sketches, visualisations and / or examples of other work. All of this should be posted as series of entries on your blog.

Whilst this is underway you will also be gathering and creating the media assets that will also be incorporated into your project.

Media Assets are all the pieces of media you need to make the project. They might include footage from video shoots, images, designs, found media, rough or trial edits, programming modules, graphics, interface designs, logos, navigation buttons and other media that will be included in the final project. It should largely consist of raw media, rather than material that has already been post produced (this is the next phase of the project). You should submit at around **one quarter** of the actual production media needed to realise the project (rather than research): certainly enough to provide a sense of how the project will look, and what it will contain.

Samples of this material should be submitted online and embedded / linked in your blog either as samples (preferable) or as a complete repository via youtube, vimeo, google drive, chirb.it, or by ftp on the University server.

5. Group project: Draft Project and User Testing

The draft project should be a complete working version of your project that you have begun testing in its complete state.

This should include all the assets and prototypes woven into the whole for final testing and polish. By this point in the development of the project you should also be testing the user experience: Do your users do what you expected? Are your assumptions about navigation layouts and functionality correct? Do your users have the sort of experience (emotional, pleasurable, frustrating) you expected?

6. Group project: Final Project

The final project will be an amended version of the draft project, with glitches and problems ironed out and the feedback from your user testing incorporated into the amended design and implementation of your project.

Finally don't forget we want you to make experimental, imaginative and challenging projects. It might be that you want the user experience to be confusing and chaotic, but you can test this just as you can test for a seamless and functional experience.

Group project: Workbook / blog

The workbook / blog is an integral part of each of the group project. Each individual must produce a blog. It should record all the research you have undertaken as a group or individually (lists of reading, screengrabs of Web sites and projects you have looked at, and so on), the theoretical and practical decisions made (from choice of font to theoretical focus of the projects). **Make sure your participation in relevant theory lectures is fully documented.** It should document your process of production: include a diary or commentary on the development of your ideas, (record all discarded ideas and material), text you have written, and images found, made or manipulated.

Crucially the workbook blog must record the tests and prototypes that you have made for the project.

At least part of the blog should be a scrap book of scanned, created or downloaded images, patterns, fonts, interface designs that have caught your eye and could form the basis of your project's graphic design. These images / screen grabs do not only have to be taken from Web Media objects – you could base the look of your project on film stills, photographs, comics, magazines layouts, snapshots, etc. etc. Feel free to scan and include relevant non digital images, hand written notes, photographs etc.

The blog will document your group's negotiation of theory and practice (ideas and making) in its production work. It should be part of your working method - to refer to in the workshops for instance, but also be coherently written for assessment purposes.

Please don't include extensive cut and pasted sections of articles and essays. Make a note of the source, paste or type in relevant quotes, and type your own notes on the significance of the article to your project.

Assessment: Group work

Group assessments

We recognise that group work is always tricky. But working with people that you do not always agree with is one of the core skills in any media production environment.

When you finally submit your project you should include a log of your practical contributions to the project. What you did, what date and with which group members.

We think it is crucial that you are marked on the work you produced (as part of a group) so we may mark you individually according to your log or we may, in exceptional circumstances, ask you to undertake a viva (oral exam) for the group assignments where we have information that suggests students have not done an equal amount of work on the project. **If we deem it necessary we will award individuals different marks for a group project to ensure that you are marked fairly for the actual work you have done.**

Referral (What happens if you fail)

If you fail the module as whole you will be referred for a second assessment.

This referral will comprise of two components:

Creating a new practical project and a new portfolio. You will need to resubmit all parts of the module, substantially reworking the elements that failed.

Description of each element weighting

| Description of each element weighting | Element |
|---------------------------------------|---------|
| 1. Individual Portfolio | 35% |
| 2. Project and Workbook | 65% |

Assessment Criteria

The assignments will be assessed on the effectiveness of you / your group's attempts to do the following:

Digital portfolio

- **Method & Research (10%) (individual work)** Management of time and resources, Engagement with relevant design resources, engagement with contemporary media contexts, initiative in finding appropriate resources.
- **Technical realisation (45%) (individual work)** Technical competence and control in a range of digital hardware and software.
- **Creative realisation (45%) (individual work)** Innovation in media form and content, application of imaginative and critical ideas through production, editorial judgement, and execution.

Group project and individual workbook

- **Research (15%) (individual work)** Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources, initiative in finding appropriate examples and analysis of them.
- **Method (25%) (individual work)** Engagement with group production and research processes, management of time and resources, management of skills, production of prototypes and assets on time.
- **Technical realisation (30%) (group work)** Technical competence and control in a range of digital hardware and software, reflection on research and production processes and outcomes.
- **Creative realisation (30%) (group work)** Innovation in media form and content, application of critical and imaginative ideas through production, editorial judgement, and execution

Core Reading

Books, articles and texts that are key to the module

Core Reading

Essential reading will be provided throughout the year via Blackboard. The books listed below are useful starting points for further research:

Further Reading: Books

Bogost, I (2007) *Persuasive Games. The Expressive Power of Videogames*. Cambridge, MA/London: The MIT Press

Bolter, J & Grusin, R (1999) *Remediation: understanding new media*, Cambridge Mass: MIT

Barbrook, R (2007) *Imaginary Futures*, London, Pluto press

Dovey, J. & Kennedy, H. (2006) *Game Cultures: computer games as new media*, Maidenhead: Open University Press

Deuze, M. (2012). *Media Life*. Cambridge: Polity. Pp101-130.

Flanagan, Mary (2009) *Critical Play: Radical Game Design*, MIT Press

Garrett, J. (2011) *The elements of user experience*. Berkeley, CA: New Riders.

Kitchin, R., & Dodge, M. (2011). *Code/space: Software and everyday life*. MIT Press.

Johnson, S. (1997) *Interface culture*. San Francisco: HarperEdge.

Manovich, Lev (2002) *The Language of New Media*, Cambridge Mass: MIT

Morozov, Evgeny. (2011). *The net delusion : the dark side of Internet freedom*. New York: PublicAffairs.

Morozov, E. (2013). *To save everything, click here: Technology, solutionism, and the urge to fix problems that don't exist*. Penguin UK.

Raley, Rita (2009) *Tactical Media*, University of Minnesota Press

Wardrip-Fruin, N., & Montfort, N. (Eds.). (2003). *The New Media Reader* (Vol. 1). MIT Press.