UNSW Course Outline

MDIA2010 Interactive Storytelling - 2024

Published on the 14 May 2024

General Course Information

Course Code : MDIA2010
Year : 2024
Term : Term 2
Teaching Period : T2
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

Stories can take many forms. From video games to brand experiences and chat bots, interactive storytelling requires us to tell stories in ways that depart from traditional, linear narratives. In this hands-on production course, you will learn and apply skills in interactive storytelling and

experience design, while investigating and analysing examples of playful, experimental, and innovative interactive media. If you're interested in new directions in media production and media arts, this course will equip you with the practical skills and conceptual knowledge you need to tell stories and create experiences that put the focus on audience or user interaction. You will learn to work with interactive aesthetics, learning, affect, and engagement. You will also be introduced to methods for writing concept documents, building interactive stories, designing experiences, and testing prototypes. The course does not require computer programming or previous knowledge in this area. What you learn in this course can be applied to the creative arts, gaming, advertising, and more.

Relationship to Other Courses

These core writing, programming and interaction design skills will be useful in all future screen and media production courses.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate a critical and analytical understanding of interactive storytelling
CLO2 : Effectively deploy techniques appropriate to interactive storytelling design
CLO3 : Produce interactive storytelling media

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate a critical and analytical understanding of interactive storytelling	• Critical analysis
CLO2 : Effectively deploy techniques appropriate to interactive storytelling design	• Proposal • Major project • Critical analysis
CLO3 : Produce interactive storytelling media	• Proposal • Major project

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Please see Moodle for further course details.

Additional Course Information

Please see Moodle for assessment for additional information.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Critical analysis Assessment Format: Individual	30%	Due Date: Week 2: 03 June - 09 June, Week 4: 17 June - 23 June, Week 6: 01 July - 07 July, Week 8: 15 July - 21 July
Proposal Assessment Format: Individual	30%	Due Date: 28/06/2024 05:00 PM
Major project Assessment Format: Individual	40%	Due Date: 02/08/2024 05:00 PM

Assessment Details

Critical analysis

Assessment Overview

Critical analysis of interactive media case study

1000 words

Feedback via course LMS.

Course Learning Outcomes

- CLO1 : Demonstrate a critical and analytical understanding of interactive storytelling
- CLO2 : Effectively deploy techniques appropriate to interactive storytelling design

Detailed Assessment Description

Writing & Creative Exercises (30%)

Throughout the term, you will be given a number of writing tasks and creative exercises.

These will occur in even numbered weeks - weeks 2,4,6,8.

These will be conducted and completed across both lectures and studio class time.

Submitting these to the relevant Miro Board by the end of your studio class (in the week in which they are set) will contribute to 30% of your overall grade, with each task contributing 7.5% of your overall grade (see rubric).

Details of these tasks will be given to you in class on the day in which they are to be attempted.

You do not need to submit anything to Moodle for this task - you just need to attend, pay attention and participate as instructed.

Proposal

<u>Assessment Overview</u>

1000 words or equivalent

Interactive media project proposal

Feedback in class and via course LMS.

<u>Course Learning Outcomes</u>

- CLO2 : Effectively deploy techniques appropriate to interactive storytelling design
- CLO3 : Produce interactive storytelling media

<u>Detailed Assessment Description</u>

Assignment 2: World Building Exercise

Create a 'world building guide' (often referred to as a word building bible) in the form of a hand coded website using HTML, CSS and Javascript. You will upload your website as a .zip file to Moodle. We are not writing in the fantasy genre, so we will remain on planet Earth, but we will be in the future (how far is up to you). Your world building process will be focused on the future of digital media technology. The world you create must be built around a speculative digital media technology and take a critical perspective in relation to its impacts - in other words you must imagine what digital media might be in the future, what this future is like to live in, and what the major problems/advantages of this future might be.

Your website will contain:

- A summary of your speculative future of approximately 200 words (What is your imagined technology? (Think about the social credit system in Black Mirror, that is a technology) What older technology is it based on? Why it has been created? For profit or social control? What key events and conflicts led to its development? What are its environmental, social and political costs? What sort of world has it contributed to creating?

- 10 images/keyframes that illustrate your world

- 500-1000 words of text (not including your summary) which may consist of further descriptions, speculative history, image captions, world-building/lore and any further details about your imagined future.

You may use generative AI tools to create images but you cannot use ChatGPT to create your world. We're taking a liberal attitude towards AI in terms of the creation of media assets, but if you use ChatGPT to generate the core details of your world there will be penalties.

Ask Yourself:

(these are not to be used as headings, they're prompts for further thinking)

Think about how Berners Lee's invention has changed the world - how might it change again? If technologies of the past have structured the world we live in today - how might new technologies remake the world again? How might we extrapolate on the digital technologies we have today to imagine the future? What are the social, cultural, economic, mythic, political and subjective implications of the digital media technologies we use everyday - and how might they be different in the future? Is our imagined world capitalist, communist, anarchic, feudalist? Is it a utopia, a dystopia, or something more complex? Who has power in your world and how to do they use technology to maintain it? What interests and biases determine the shape and function of technologies in your world? What can you imagine?

Be experimental and bold. Think of this assignment as an artwork. If you are unsure if your idea is appropriate, as always talk to your teacher.

Major project

<u>Assessment Overview</u>

2000 words equivalent

Individual interactive media project

Feedback via course LMS.

<u>Course Learning Outcomes</u>
- CLO2 : Effectively deploy techniques appropriate to interactive storytelling design
- CLO3 : Produce interactive storytelling media

Detailed Assessment Description

Assignment 3: Interactive Speculative Fiction

You will create an interactive web page (again using HTML, CSS and Javascript) that expands upon your world building exercise to create a story. We will go beyond world-building to create a character based narrative set in your imagined future. It will incorporate key ideas, themes, settings and technologies from your previous assignment. Think of your story as a path through your world that brings it to life through specific experiences narratives. Your interactive story will be an artwork that makes us think more deeply about digital media technologies of the present and future.

We will be thinking of the browser as a medium for presenting the viewer with content in a particular sequence, as determined by you and the viewer.

It must contain, in any order or form:

- Video -This can be live action, animation, stock footage, appropriated footage (subject to approval), AI generated, or made with any other tool of your choosing.

- Text - your final script should be around 7-800 words (this may vary depending on the format and style of your story).

- At least 1 character, this could be your narrator if you wish.

- Audio - There must be music, dialogue and/or atmos/sound fx to accompany your story. You can use voice clones to create your dialogue if you wish.

- At least 3 interactive elements (this can include your main navigation system, image rollovers, text popups, css/javascript animations and transitions - the sky is the limit depending on how far you want to go with Javascript and/or other interactive systems).

- It should take around 10 minutes to experience/absorb your piece (this is negotiable depending on your idea).

To get you thinking - your story might take the form of:

- A promotion for a product/service/app/corporation/platform of the future that incorporates user/proprietor testimony.

- A news report outlining a technologically induced disaster such as a server crash, data breach or malfunction that includes testimony from those affected.

- The story of a political revolution told in the form of a discussion thread embellished with accompanying media.

- An experimental narrative exploring the philosophy of technology consisting of appropriated footage from a video game.

These are just some example ideas - use your imagination!

Ask Yourself:

(these are not to be used as headings, they're prompts for your thinking)

How will the journey undertaken by your character/s help viewers understand your future world, and through it, our own? What balance of these different forms of media does your world/story require? What do you want your viewers to feel, think and consider when viewing your story? What message do you want your viewers to receive? Is ecological ruin a feature of your imagined world, and if so, what might emerge in its wake? What is the most elegant way to code and structure your interactive narrative?

General Assessment Information

Please see Moodle for assessment instructions and guidelines

Grading Basis

Standard

Requirements to pass course

Please see Moodle for assessment instructions and guidelines

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Other	What is Interactivity? + What is Narrative? Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 2 : 3 June - 9 June	Other	What is Speculative Fiction? Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 3 : 10 June - 16 June	Other	Utopias & Dystopias + Writing Workshop (Assessable) Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 4 : 17 June - 23 June	Other	What is Artificial Intelligence? Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 5 : 24 June - 30 June	Other	World-Building Presentations Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 6 : 1 July - 7 July	Other	Indigenous Futurisms + Gender & Sci Fi Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 7 : 8 July - 14 July	Other	Predictive Policing & Corporate Speculation Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 8 : 15 July - 21 July	Other	Assignment workshop & Feedback Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 9 : 22 July - 28 July	Other	Assignment workshop & Feedback Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.
Week 10 : 29 July - 4 August	Other	Final Presentations Students will access and/or attend 1 x Lecture, 1 x Studio Please see Moodle for class detials, and MyTimetable for location/time details.

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled. We expect **80% mininum attendance in tutorials.** If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake

supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

Course Resources

Prescribed Resources

Please see Moodle for further course details.

Recommended Resources

Please see Moodle for further course details.

Additional Costs

None

Course Evaluation and Development

Please see Moodle for further course details.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Thomas Smith					Yes	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;

- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for

research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with

any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media