EBU5305

Interactive Media Design and Production

Introduction

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Who am I ?

My name is Marie-Luce

I live in Tokyo and in London

I speak French, English and Japanese

I have a daughter

I love running

I am director of the Multimedia Programme

I will teach you two modules

I hope the classes will be thought provoking and interactive!

Welcome to the Multimedia Programme !

Year 3 Sem 1

- EBU5305: Interactive Media Design and Production

- EBU6018: Advanced Transform Methods

Year 3 Sem 2

- EBU732U: Digital Broadcasting

- EBU5405: 3D Graphics Programming Tools

Year 4 Sem 1

- EBU723U: Image and Video Processing

- EBU706U: Multimedia Systems

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What is this module about?

Interactive Media Design and Production
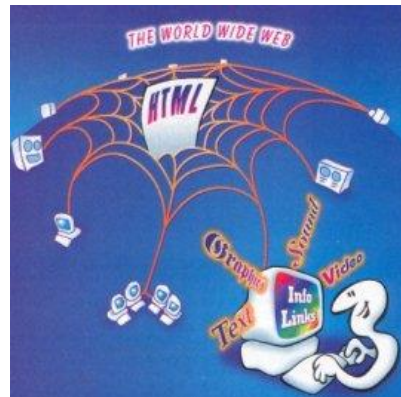
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Interactive Media - what's that?

Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for appropriate purposes.
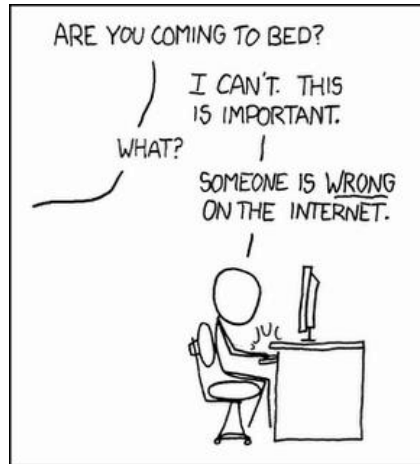
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World Wide Web

- World Wide Web

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Internet Forums

- World Wide Web
- Internet forums

ARE YOU COMING TO BED?

I CAN'T. THIS IS IMPORTANT.

WHAT?

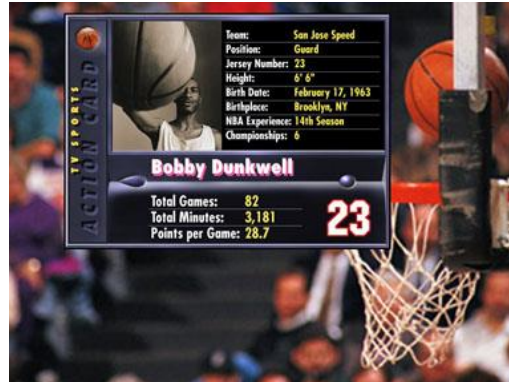SOMEONE IS WRONG ON THE INTERNET.

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Digital Games

- World Wide Web
- Internet forums
- Computer games
- Online games
- Video games

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Interactive Television

- World Wide Web
- Internet forums
- Computer games
- Online games
- Video games
- Interactive television

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Mobile Telephony and Apps

- World Wide Web
- Internet forums
- Computer games
- Online games
- Video games
- Interactive television
- Mobile telephony

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E-Commerce

- World Wide Web
- Internet forums
- Computer games
- Online games
- Video games
- Interactive television
- Mobile telephony
- E-Commerce

Gain New Customers Around The Globe

www.pwebs.net

Professional Web Services

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Electronic Literature

- World Wide Web
- Internet forums
- Computer games
- Online games
- Video games
- Interactive television
- Mobile telephony
- E-Commerce
- Electronic literature

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Learning Objects

- A **Learning Object** is *a modular resource, usually digital and web-based, that can be used and re-used to support learning activities.*

- A (good) **learning object** is "a collection of content items, practice items, and assessment items that are combined based on a single learning objective".

Interactive Media Learning object

= integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for the purpose of learning, through: content items, practice items, and assessment items that are combined based on a single learning objective.

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Learning Objects

- Newton's third law
- Object Oriented Programming
- Balancing act
- Fourier
- Harmonic motion

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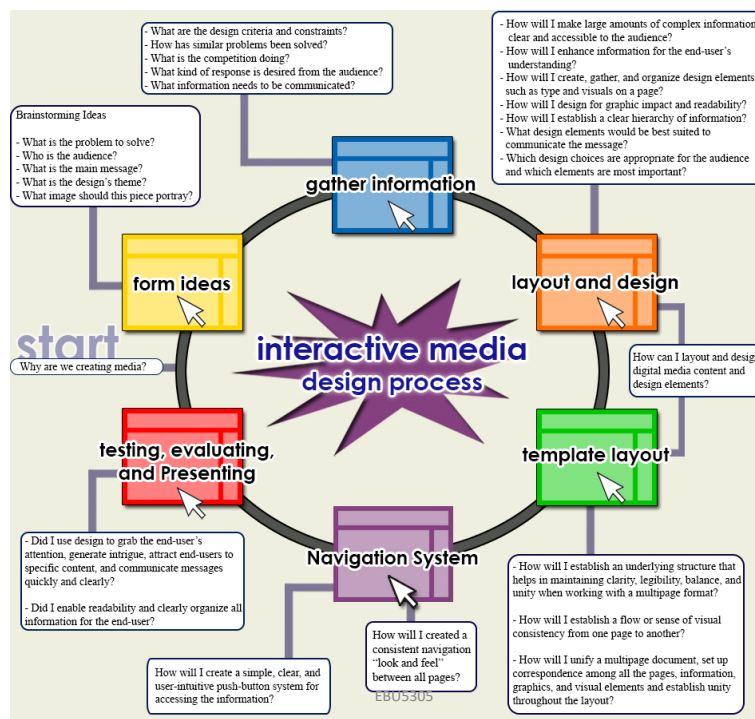|	CONTENT	PRACTICE	ASSESS-MENT		MEDIA	INTERAC-TION
Newton						
OOP						
Balance						
Fourier						
Harmonic						

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What about Design ?

Design

If **interactive media** is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for appropriate purposes…

Then interactive media **design** is about:

- Choosing and creating the media
- Putting them together (giving them a structure)
- Deciding how to interact with them
- Making sure we are creating something useful

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Interactive Media Design Process

Information phase

Sell something!! **Determine goal of the project** ①	**Gather data on target audience** ②	**Select content for the project** ③

Interaction phase

Map navigation structure ⑥	**Plan controls** ⑤	**Determine content flow** ④

Presentation phase

Create layout thumbnails ⑦	**Design the look of the project** ⑧	**Build prototype** ⑨

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Design Techniques

- Interviews
- Surveys
- Brainstorming
- Mind maps
- Storyboards
- Flow charts
- Thumbnails
- Prototyping and Testing
- etc.

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EBU5305 will help you develop the following skills for the following jobs:

- Analyse the needs of a target audience
- Select appropriate multimedia content
- Choose appropriate media for the content
- Implement a complete multimedia application
- Systematically evaluate multimedia designs

- User requirement expert
- Multimedia architect
- Multimedia designer
- Multimedia developer
- Usability expert

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EBU5305 Week 1 (this week)

- Introduction
- Design Process
- User Requirements
- Design Techniques
- Introduction to Coursework and labs
- Split class on Friday: mind mapping

Lecture videos:

– Design Process (DP1 … DP7)

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EBU5305 Week 2

Lecture videos:

- Cognitive psychology (DC1 … DC4)
- Use of media (UM1 … UM5)
- Structure and navigation (GS1 … GS3)

- In Class:
  - Recorded Lectures Q&A and exercises
  - Colours
  - Digitisation

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EBU5305 Week 3

- Image, video and sound representations
- Media compression

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EBU5305 Week 4

Lecture videos:

- Heuristic Evaluation (UE1 … UE14)

- Heuristic Evaluation Q&A and exercises
- CW demonstrations and Posters display
- Revisions and past exams

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Friday split sessions

- Fridays will be dedicated to exercises.

- Class split in two:
  - This week: alphabetical order …
  - Session 1: An to Song
  - Session 2: Su to Zhuang

- From week 2: CW groups

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EBU5305 Assessment

- Coursework: 25% of the final mark
  - 5 % individual coursework (Flash)
  - 20 % group coursework (Flash + H5P)

- Final exam: 75% of the final mark

Group Coursework

- Team of 5 students (self selected)
- Planning, design and production of a small interactive media application
- Use of E-portfolios on QMplus Hub
- Presentation and Demonstration of the CW project during a poster session in week 4

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Labs

- 4 supervised lab sessions of 2 hours each to practice production tools (Flash, H5P)
- 4 meetings with assigned teaching assistant (coursework supervision and support)
- When and where? (see precise dates and times on QMplus)

Warning

- Information you will find on QMplus is intended to supplement the notes you take during lectures.

- You must listen to the recorded lectures
- You must come to lectures, tutorials and labs!
- You are advised to read books on the topic.

Recommended books

- The Principles and Processes of Interactive Design, by J. Steane (2013)
- Don't make me think, Revisited: A Common Sense Approach to Web Usability, by S. Krug (2013)
- Design Fundamentals for New Media (2nd Edition), by J.G. Bennett (2012)

- The Science of Digital Media, by J. Burg (2009)
- Digital Multimedia, by Chapman & Chapman (3rd edition, 2009)

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Do you have questions