Description: Multimedia Contexts

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<th>Subject</th>
<th>Cat-Nbr</th>
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<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<td>3001</td>
<td>10990</td>
<td>1, 2002</td>
<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100703

STAFFING
Examiner: David Boreham
Moderator: Daryl Sparkes

PRE-REQUISITES
Pre-requisite: MMS 2000

OTHER-REQUISITES
Pre-requisite: MMS2000 or Diploma of Multimedia

SYNOPSIS
Multimedia has the ability to offer traditional information packages in interactive form as well as generating new types of information structures. This ability raises issues relating to the design, development and application of multimedia technologies, and to the various social, cultural and economic environments in which it operates. This ability of multimedia also implies the need to question the adequacy of conventional models of communication theory to accommodate and develop these innovations. Graduates in Multimedia, in addition to the design, operational and management skills acquired elsewhere in their degree, must be able to evaluate their professional work in its social, cultural and economic context if they are to undertake leadership, management, advisory or innovative roles in their field. This course is designed to encourage students to develop a broad perspective on the issues that impact on multimedia interface design, production and distribution. The course considers political, social, cultural, economic, legal and ethical issues that relate to the design, production and distribution of multimedia products and on the integration of multimedia into the new global communications environment.
OBJECTIVES

On successful completion of this course students will be able to:

- devise and recommend multimedia applications to specific communication needs in a variety of social and economic environments, and to rationalise and explain the reasons for their recommendations.
- analyse client needs within specific contexts in terms of contextual constraints and limitations, to optimise operational efficiency with minimal disruption to other continuing workflows;
- advise clients with specialist needs for multimedia applications on appropriate hardware/software combinations in terms of particular contextual constraints (eg applications in teaching, training, corporate communication, etc).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. New technologies modify rather than replace earlier ones. Some evolutionary influences of multimedia on existing technologies and their related institutions in Australia (eg telephony, broadcasting, postal services)</td>
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<td>2. Nonlinearity. Possibilities and pitfalls of multimedia's capacity to give the receiving person access to the structure of the content. Some early experiments in non-linear TV series.</td>
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<td>3. Interactivity - some psychological aspects, eg gender-specific computer games, experiments in applying interactivity in education.</td>
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<td>4. Interface - the concept, development and limitations of the metaphors used in multimedia interface design</td>
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REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


Johnson, S., 1997 Interface Culture: How new technology transforms the way we create and communicate, Basic Books, NY.


STUDENT WORKLOAD REQUIREMENTS

ACTIVITY                      HOURS
Directed Study               40
Lectures                     14
Private Study                76
Tutorial                     35

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
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<tr>
<td>ESSAY 1</td>
<td>100.00</td>
<td>30.00</td>
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<td>04 Mar 2002</td>
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<td>ORAL PRESENTATION</td>
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<td>ESSAY 2</td>
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<tr>
<td>EXAMINATION 3 HOURS</td>
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NOTES:

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.
4. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

1. The final grade is based on total accumulated points and is assigned in accord with Arts Faculty guidelines.