

All information in this document taken from <http://ddm.ace.ed.ac.uk/handbook/category/interactive-design-media-p00176/> (October 2010)

Interactive Design Media ARCH11003

Course Description

Semester 1, 20 credits. Course organiser: John Lee

Synopsis

This course develops advanced techniques that are used in digital design, particularly the development of interactive material for publishing on the World Wide Web. The emphasis is on design. Students advance through a series of lectures, demonstrations, practical project work, exercises and critique in a group context.

Learning Outcomes

Ability to:

- use applications for interactive multimedia
- design an interactive multimedia system, involving simple scripting
- design web pages, social network media and their content
- work in a collaborative context of group review and critique
- engage in a creative task within tightly constrained bounds and to present the outcome to conform to precise specifications
- interpret and apply a set of requirements pertaining to a design task

Assessment

Project 1: Web site (40%); Project 2: Interactive design (60%)

Criteria for Assessment

Work will be assessed on the basis of:

- Demonstrated competence with web design and interactive tools
- Skills in creatively deploying allocated resources, whatever their capabilities
- Precision and competence in presentation
- Ability to meet the requirements of the project brief and deal creatively with its open-ended aspects
- Design quality of the work in terms of meeting functional requirements, legibility, usability, interactivity, and appropriate use of media

Account will be taken of the risks taken and degree to which the design deviates from standard solutions.

Please note that assessment will take account of tradeoffs between the above criteria, particularly taking account of the diverse backgrounds of students in the class. You are encouraged to seek feedback during the development of your work, but please note that adhering to feedback does not guarantee a high assessment of the completed work. Note also that the assessment of the work is not necessarily commensurate with the amount of time spent on the project work. The issues of design and its evaluation will be further canvassed in Media and Culture.

Principal Software

Web Authoring: Adobe Dreamweaver CS3, Adobe Flash CS3

Image Editing: Photoshop CS3

Video Editing: iMovie, Final Cut Pro

Project Brief

These submissions dovetail with the moves developed in Introduction to Design Media (P00174). Students who are not undertaking that course will be supplied with the necessary resources.

Move A. cfpma media site

Submission date: 29 October 2010

- The global organization cfpma (Carbon Friendly Proto Modern Alliance) wants a website that provides a platform for promoting its own activities and that of various designers, artists and producers in the areas of film, performance, and digital media. cfpma requires a website for showcasing still images, video and sonic outputs.
- You are to provide a simple website that displays or links to flash or QT videos. Using CSS style sheets create two versions of your website
 1. suitable for viewing in the browser of a desktop/laptop computer
 2. cfpma-mobile: suitable for viewing on a mobile smartphone platform (480×320 px at 163 ppi)
- You can deploy some of the symbolism and iconography developed in the course P00174. Video sources will include those developed in that course. Use HTML routines for embedding video on your web page.

Move B. cfpma interactive

Submission date: 10 December 2010

You are to develop an online interactive that incorporates or reacts against some aspect of a digital future in an era of scarce resources. The interactive can be educational, satirical, serious and/or game-like (ludic). It could be suitable for displaying in the cfpma virtual museum, and could help explain the operations of some artefact, such as a pump, Difference Engine, camera, or the steam media projector of P00174.

As the cfpma is interested in proto-modern moving image technologies it has stipulated that the interactive incorporates a moving image (video) component. Somewhere in your interactive you need to incorporate a QT or AVI file or series of files. The video/s can be the focus of your interactive, or they can advance the interaction in some way.

The interactive can deploy abstraction, reference to maps, navigation, spatiality, geometry, optics, sonics, kinetics, and make reference to machine processes. However, in keeping with its ideology of respect for environment and cultures and its admiration of proto-modern technologies, cfpma insists on some further severe constraints to the design of your interactive, i.e. on the branding, form, and content of your product. Your design must not reproduce existing traditional or digital games, or themes from literature or film. Further, there should be no text other than numbers in the interactive: any data you wish to display should be represented visually or numerically. Finally, the cfpma will not allow representations of animals, insects (including butterflies), marine life, people, robots, dolls, aliens, magical beings, monsters, vampires, deities, spirits, anthropomorphic objects, or other characters. There are to be no representations that draw on ethnic stereotyping or are ethnically specific, such as images or sounds of bagpipes, indigenous folk characters, cartoon characters or mythologies. Nor will they accept the depiction, realistic or abstract, of the hardware of war, criminality or terror. Flowers and other organic matter are also forbidden unless presented in scientific detail.

It is satisfactory for the interactive to exist as a single web page. The interactive should be a demonstrator, and it should be obvious to the consumer/user/player when the limits of the interactive's functionality have been reached. Use only resources from this class. Use each other's images, sounds, and models. Inform the author if you are using their work. Acknowledge all authors in a text document or HTML page linked from the interactive. Submit link to WIP page, and all files to the electronic drop box.

Move C. Portfolio

Keep a personal web site linked to work that you have developed throughout the year, and previous work. (Not to be examined.)

Bibliography

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Other resources

- Various Addison-Wesley/Peachtree/ZD Press type publications on particular techniques
- Software manuals.

Web sites on the authors and themes mentioned in the introduction to this project.

