

**GRIFFITH UNIVERSITY – GOLD COAST**

**SCHOOL OF ARTS**

**1801ART CYBERSTUDIES**

**COURSE OUTLINE**

**1.0 COURSE IDENTIFICATION**

<b>Year:</b>	2002	<b>Semester(s):</b>	2
<b>Access Type:</b>	Unrestricted		
<b>Attendance Type:</b>	Day or Night		
<b>Course Level:</b>	1st Year		
<b>Program(s)/Status :</b>	Bachelor of Arts CyberStudies Major (elective) Bachelor of Communication CyberStudies Major (elective) Bachelor of Creative Arts (elective)		
<b>Credit Value:</b>	10CP		
<b>Convenor:</b>	Komninos Zervos Tel: (07) 5552 8872, Room: 3.25, G23 E-mail: k.zervos@mailbox.gu.edu.au		
<b>Teaching Team:</b>	Svenja Kratz <happysven@go.com>		

## **2.0 OBJECTIVES**

2.1 The central purpose of this course is to:

- examine the genres, styles and techniques of a wide range of multimedia art and investigate their relationship to traditional media
- provide a theoretical framework and language for the discussion of the cultural and social context of new media
- develop a critical, aesthetic and production language for new media
- encourage students' engagement with the creative possibilities of new media

2.2 Upon successful completion of this course, students will have gained an overview of the variety of multimedia programs, their cultural and social effects and how they are conceived and constructed. Students will also have developed a critical language and a creative approach to multimedia.

## **3.0 BRIEF DESCRIPTION**

This course introduces students to the range and variety of new media programs and to the technologies, genres, media and personnel involved. In doing so CyberStudies develops a cultural and aesthetic critique of multimedia and examines key narrative strategies and concepts. Assessment is based on a creative folio of work and a theoretical understanding of the new medium.

## **4.0 CONTENT**

4.1 Concepts and issues involved in contemporary new media and examples of programs.

Over the ten half-day weekend workshops students will gain experience of:

Paint programs, Paint, Photoshop

Graphic Manipulation

Graphics for the web,

Two Dimensional Animation, Gif Construction Set

Banners and Buttons

Animated Gifs/Web Animations

Putting it all together – Authoring programs, Dreamweaver, Powerpoint, Flash.

4.2 Topics are structured around the following areas of investigation:

- a wide-ranging survey of new media
- genres, styles and techniques
- narrative and compositional strategies
- issues of representation and subjectivity

## 5.0 ORGANISATION AND TEACHING METHODS

Four hours a day for ten weeks of tutorial/workshop. Attendance is compulsory.

## 6.0 ASSESSMENT

### 6.1 Assessment Methods

Item No.	Type	%	Length	Due
1	Journal	40	Equiv 2000 words	5pm Nov 22nd
2	Folio	40	8 digital pieces (4mb max)	5pm Nov 22nd
3	Essay	20	1500 word essay.	5pm Sep 27th

#### Notes on Assessment:

- 6.1.1 The Journal documents the student's artistic experimentation with the various software programs that will be used throughout semester in tutorials. Assessment is based on the student's ability to reflect on their experiences with software and creative problems encountered and overcome.
- 6.1.2 The Folio will contain examples of artistic product or outcome of the experimentation. Digitally manipulated and created images, sound pieces, animations and hypertexts will constitute the individual pieces that make up a Folio.
- 6.1.3 The Essay is to explore how computers are impacting on traditional genres of art. Students are advised to read the section of this course outline which refers to plagiarism as essays will be processed with anti-plagiarism software that detects the improper use of other people's text.

### 6.2 Assessment Rationale

- 6.2.1 The Journal assesses the students' ability to articulate an in-depth analysis of a multimedia software, the problems encountered and overcome. It involves deconstruction of various programs, research, comparison, argument and presentation skills and the evidence of development of evaluative techniques in this medium.
- 6.2.2 The Folio will be assessed on the creative use of the software, in pieces that have pushed the programs to their artistic limits rather than those which are technically correct usages of the software.
- 6.2.3 The Essay assesses the student's ability to undertake research, to write a coherent critique and to put forward an engaging argument. The essay also aims to develop a sense of importance of audience in art, and the importance of communication, criticism and feedback.

### 6.3 Assessment Items

Essay Topics will be discussed in class.

### 6.4 Assessment Marks

6.4.1 Each assessment item will be given a mark. This mark will either be on the returned assessment item or displayed on the School of Arts noticeboards.

6.4.2 Students should not add up the marks awarded for each assessment to estimate their final grade. University policy is to use a criterion-based assessment system when staff are grading work submitted for assessment. Staff will discuss with students the criteria which will be used to determine grades.

### 6.5 Important Assessment Guidelines

**Assessment Deadlines:** Unless prior arrangements are made for an extension or documentary evidence accompanies work late without extension, all work is to be presented by the due deadline dates in accordance with guidelines provided for the assessment item. (You should feel comfortable about discussing any difficulties with your lecturers/tutors).

If an assessment item is submitted after the due date, without an approved extension, it will be subject to a penalty which will normally be a reduction of the maximum mark by 10% for each day or part day that the assessment item is overdue. In this regard, weekends count as one day. Assessment items submitted more than 5 days late are awarded zero marks.

The course convenor may vary these provisions provided that any penalties to be imposed for late submission are approved by the relevant School Committee in the context of approval of the course outline and conveyed to the student on the course outline.

Applications for deferred assessment may be made by students if they were prevented from performing a particular assessment item (examination, test, seminar presentation or other assessment) on the grounds of illness, accident, temporary disability, bereavement or other compassionate circumstances. Please see Student Administration or your course convenor for advice.

**References and Bibliography:** All assessable work, including oral seminar presentations, *must* be fully and correctly referenced throughout and accompanied by a bibliography. Consult your lecturers if unsure about appropriate citation and bibliographic conventions for oral and written work in the arts and humanities.

**Plagiarism:** Students must conduct their studies at the University honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct which is contrary to these standards is academic misconduct, for which the University may penalise a student. In particular you must avoid plagiarism.

Plagiarism is knowingly presenting work or property of another person as if it were one's own. The best way to avoid allegations of plagiarism is to ensure that all the ideas you take from other people are properly referenced.

For further information, and an indication of the range of severe penalties that plagiarism can attract, all students are advised to refer to the Griffith University Policy on Academic Misconduct. Website: [http://www.gu.edu.au/ua/aa/ppm/tal/content/Ac\\_misc.html](http://www.gu.edu.au/ua/aa/ppm/tal/content/Ac_misc.html)

**Non-discriminatory language:** Please consult the University guidelines on the use of non-discriminatory language in the pamphlet provided with your orientation materials and available from Student Administration. It is School policy that students avoid the use of sexist, racist and other discriminatory language in class work and assessment items. However, in certain circumstances where the appropriate use of such language is shown to be necessary it may be permitted.

**Submission of assignments:** All students will normally lodge their written assignments in the assignment submission boxes located in the School foyer. All assignments will be due by 5.00 p.m. on the designated date, unless an alternative time has been stipulated by the course convenor. Assignments should not be deposited or returned via School administrative staff. Assignments not collected in class will normally be placed in the assignment return boxes in the School foyer. Uncollected assignments are retained by the School for a period of one semester after which time any uncollected work will be destroyed.

## 7.0 TEXTS AND SUPPORTING MATERIALS

### 7.1 Specified Texts

No prescribed text.

Although *Cyberspace for Beginners*, Buick, Joanna and Jetvic, Zoran, Icon Books, 1995, is suggested reading .

### 7.2 References

#### Journals:

Mondo 2000, Wired, InterActivity, MESH, Multimedia.

#### Useful Web Sites:

*Note that many of these have links to other really useful sites.*

#### **Government and Industry**

##### Australian Film Commission.

URL: <http://www.afc.gov.au>

##### AIMIA

Australasian Interactive Multimedia Industry Association site. Extensive information available on news and initiatives in the Multimedia industry.

URL: <http://www.aimia.com.au/>

##### Arts Law Centre

A description of the workings of the Centre and information about Artlines, the bulletin on art, law and technology. URL: <http://www.artslaw.asn.au/~artslaw>

##### Australian Government

All Australian Government information available on the Web can be found from this entry point. URL: <http://www.nla.gov.au/oz/gov/>

ABC

The Australian Broadcasting Corporation site is always a pleasure to visit, and now comes with 3D navigation. Catch the latest news headlines or transcripts from recent interviews. Many ABC COURSEs keep additional information here, and of COURSE there is a wealth of information on many aspects of the Radio and Television activities of the Corporation, from their Annual Report and strategic plan. JJJ maintains a number of pages which include downloadable audio files of interviews and music, their frequency around the country, and profiles of deejays, and lists of favorite Cds. URL: <http://www.abc.net.au/>

ACTF

Australian Children's Television Foundation. Information about their COURSEs and educational resources. URL: <http://www.actf.com.au/>

AME

Australian Multimedia Enterprise Limited. Guidelines, Application Forms and sample Legal Contracts are available in Acrobat format. There is background information on the organisation, market information and the opportunity for Multimedia developers and freelance workers to submit their skills for use in a Skills Database. URL: <http://www.amme.com.au>

Australia Council

The Australia Council site includes information on its publications, grants, media releases, and a who's who, as well as a Frequently Asked Questions page. URL: <http://www.ozco.gov.au/>

**Cooperative Multimedia Centres (CMCs)**

The CMCs are collaborative enterprises combining the industry, education, arts and cultural sectors. They support multimedia skill formation and act as resources for the industry at large. The national body is the Australian Cooperative Multimedia Council (ACMC).

Access Australia CMC Pty Ltd	<a href="http://www.cmcaccess.com.au">http://www.cmcaccess.com.au</a>
eMERGE CMC	<a href="http://www.emerge.edu.au">http://www.emerge.edu.au</a>
IMAGO Multimedia Centre Ltd	<a href="http://www.imago.com.au">http://www.imago.com.au</a>
Ngapartji Pty Ltd	<a href="http://www.ngapartji.com.au">http://www.ngapartji.com.au</a>
QANTM Australia CMC	<a href="http://www.qantm.com.au">http://www.qantm.com.au</a>
STARLIT Multimedia Centre Pty Ltd	<a href="http://www.starlit.com.au">http://www.starlit.com.au</a>

Cinema Connection

A directory of resources on the World Wide Web relating to cinema, which includes Australian media directory. URL: <http://www.socialchange.net.au/TCC/>

Cinemedia

Cinemedia is an initiative of the State Film Centre of Victoria and Film Victoria, designed as a virtual building housing a number of Victorian screen culture organizations including the AFI, EMA, Open Channel, ATOM and the Melbourne International Film Festival. URL: <http://www.cinemedia.net/>

### Culture and Communication Reading Room

Styled as 'an Australian cyberstation of media culture', the site provides virtual library archives for researchers by making previously published and refereed material available on the Web. Among the many highlights are back issues of Continuum, Oz Film, resources for the study of Australian cinema, and all about the operations and publications of the Centre. URL:<http://kali.murdoch.edu.au/~continuum>

### **Galleries and On-line Magazines**

#### ANAT

Australian Network for Art and Technology. The role of ANAT is to advocate for the cultural and critical environment that supports the field of art, science, and technology. The site includes a gallery of artists' work, current and back issues of their newsletter, their funding guidelines, and examples of projects they have funded in the past. URL: <http://www.anat.org.au>

#### Art Oz

Art Oz is dedicated to showcasing a diverse range of work from a number of galleries and artists, including Exile, the first "virtual" gallery in Sydney. The site also features "the forum", a live chat room. URL: <http://www.artoz.com/>

#### Parallel Gallery and Journal

Presents works from artists and writers who are multidisciplinary in theory and practice. The journal component includes a number of articles on theory, while the gallery includes graphics, video and audio clips.

URL: <http://www.va.com.au/parallel/x2/index.html>

#### System X

The objectives of System-X are access and community. It is aimed specifically at artists working in the electronic domain. The site features examples of artists' works, and has a number of artworks and resources available for downloading.

URL: <http://sysx.apana.org.au/>

#### Australian Electronic Journals

A current list of all Australian electronic journals and magazines with a presence on the WWW. Also includes overseas works with Australian content or an Australian emphasis.

URL: <http://www.nla.gov.au/oz/ausejour.html>

#### Australian MultiMedia

Articles, descriptions of events and exhibitions, and material available for downloading.

URL: <http://www.mm.com.au/amm/>

#### Click Interactive Magazine

A magazine for people interested in the creative edge of interactive design and entertainment around the world today. URL: <http://www.click.com.au>

#### Geekgirl

Now on its eighth issue. Australia's cyberpunk feminist ezine. Back issues are now available on CD-Rom which can be ordered from the site, which also now features The Friendly Girls Guide to the Internet.

URL: <http://www.next.com.au/spyfood/geekgirl/>

Globe

An Australian journal of contemporary visual arts, including articles and examples of artists' work. Three issues per year.

URL: <http://www.monash.edu.au/visarts/globe/ghome.html>

I-Magazine

The cinema section has articles, reviews and interviews. An archive of previous articles is available. URL: <http://www.thei.aust.com/bsite/icellhome.html>

Internet Australasia Magazine

Australian-based magazine, also available in print, which covers topics pertaining to the Internet. Back issues of the print version are available, as well as frequently asked questions, links they recommend, and subscription information.

URL: <http://www.interaus.net/magazine>

Internet.au

Another Australian-based magazine, also available in print, which covers topics pertaining to the Internet. Also has frequently asked questions, links they recommend, and subscription information. URL: <http://www.i-net.com.au/>

Metro

Sample articles from Metro magazine which is published by Australian Teachers of Media Inc (ATOM). Metro covers film, television, video and multimedia.

URL: <http://cinemedia.net/ATOM/MetroHP.html>

**Miscellaneous**

Merlin

Merlin is a consortium of new media companies formed to undertake large-scale interactive multimedia projects and trials. The site contains a digital gallery; a magazine, Techtonic; Infopark, where their clients' sites can be found; and a list of recommended sites. URL: <http://www.merlin.com.au/>

Perfect Strangers

Perfect Strangers is a site for the promotion and advocacy of arts and cultural work with, by, for and about Australian young people.

URL: <http://www.odyssey.com.au/ps/>

Technoculture

Technoculture seeks to combine information on the Arts and the Internet, with computer and legal information. The site contains film, theatre, and computer games reviews, as well as computer columns reprinted from The Age, The Herald Sun and Storm Magazine. Price Brent solicitors can be found here, as can the Arts Law Centre and Storm Magazine. URL: <http://technoculture.mira.net.au/>

web sites compilation ©Australian Film Commission 1998

## **SKILLS RESOURCE DIRECTORY**

It is intended that Griffith graduates will become known for their expertise and ability to apply their multi-disciplinary knowledge and skills in innovative ways to novel problems. They will be enterprising, show initiative and possess particular characteristics developed to high levels.

A Griffith Graduate will have a well-developed capacity for independent lifelong learning, leadership and decision making combined with high ethical standards and a willingness to assume responsibility.

To assist with the development of these attributes, a directory of resources has been developed. This will assist students in acquiring the skills needed to be successful at University, in employment, and to be responsible, active community members. For further information:  
[http://www.gu.edu.au/ins/griffith\\_graduate/resources/](http://www.gu.edu.au/ins/griffith_graduate/resources/)