

Liverpool John Moores University

Title: CREATIVE MEDIA TECHNOLOGY
Status: Definitive
Code: **6011MPS** (117641)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
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Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 76.00

Total Learning Hours: 240 **Private Study:** 164

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Practical	12.000
Seminar	12.000
Tutorial	4.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Artefact - group project	70.0	
Reflection	AS2	Reflection - individual evaluation	30.0	

Aims

1. *To experiment with creative media technologies.*
2. *To think beyond the current constraints of the medium.*
3. *To enhance the students' ability to develop, convey and implement creative media ideas.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an innovative approach in their media practice.
- 2 Apply their existing production skills to the development of innovative media prototypes.
- 3 Research and reflect upon a chosen area of creative media technology.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group Project (Artefact)	1	2	3
Ind Evaluation (Reflection)	1	3	

Outline Syllabus

Students will collaboratively explore creative technologies and evaluate their application in the creation of engaging audio visual artefacts. Such artefacts may exist in a variety of contexts from gallery to stage to hand held device etc.

A number of soft and hard technologies will be introduced that will allow students to engage in a number of themes, such as:

- *Narrative*
- *Play*
- *Interactivity*
- *Mobile technology*
- *Locative technology*
- *Performance*
- *Team management skills*
- *Production management skills*
- *Developing and agreeing a collective vision*

Learning Activities

During the first part of the module, lectures and workshops will introduce students to a variety of technologies concerning interaction with and presentation of media artefacts within a number of viewing contexts.

During the final part of the module, students will, in teams negotiated by common

interests, research and develop an innovative prototype.

At the end of the module, each team will present their prototype to staff and peers.

References

Course Material	Book
Author	Fletcher, A.
Publishing Year	2001
Title	The Art of Looking Sideways
Subtitle	
Edition	
Publisher	Phaidon Press
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.design.philips.com/smartconnections/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.troikatronix.com/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Maeda, J.
Publishing Year	2001
Title	Maeda@Media
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	Wilson, S.
Publishing Year	2006

Title	Information Arts: Intersections of Art, Science, and Technology
Subtitle	
Edition	
Publisher	Leonardo Books
ISBN	

Course Material	Book
Author	Grau, O.
Publishing Year	2007
Title	Virtual Art: From Illusion to Immersion
Subtitle	
Edition	
Publisher	Leonardo Books
ISBN	

Course Material	Book
Author	Dewdney, A. and Ride, P.
Publishing Year	2006
Title	New Media Handbook
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Juul, J.
Publishing Year	2005
Title	Half-Real, Video Games between Real Rules and Fictional Worlds
Subtitle	
Edition	
Publisher	MIT Press Cambridge
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.orange.com/English/forwardthinking/orangethorne.asp
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	

Publishing Year	0
Title	http://www.designboom.com/eng/funclub/dillerscofidio.html
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.mobilebristol.co.uk/flash.html
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://cooltown.hp.com/cooltownhome/index.asp
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.nestafuturelab.org/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.interaction-ivrea.it/en/index.asp
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.rca.ac.uk/

Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	0
Title	http://www.media.mit.edu/
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This is an opportunity for students to explore and exploit through practice, the creative application of technology to augment digital media artefacts within a variety of contexts.

This is a final year module and as such, students will be expected to have accumulated an advanced skillset in a variety of media forms. This is an opportunity to collaborate with others to extend these skills with the addition of creative technologies in the pursuit of innovative and interactive digital media artefacts.

N.B. time elements are indicative. There is inherent flexibility in the time demands of practice based work, though it should be noted that you should expect to apply a total of 240 hours to this module.