

Liverpool John Moores University

Title: CONVERGENCE DESIGN
Status: Definitive
Code: **6014IMEDIA** (110185)
Version Start Date: 01-04-2013

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

Team	Leader
Sarah Haynes	Y
Mark Smith	
Ian Bradley	

Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 60.00
Total Learning Hours: 240 **Private Study:** 180

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	4.000
Seminar	4.000
Tutorial	12.000
Workshop	40.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Digital Project	60.0	
Report	AS2	Portfolio: Design Docs	40.0	

Aims

- 1. To develop a broadened view of media and content, thinking in a non delivery specific environment and wider paths of problem solving with a view point based on practical application.*
- 2. To provide the students with a comprehensive understanding of the new and*

emerging digital technologies and their development environments.

3. To provide the students with the experience of applying creative design solutions that work with multi-channel delivery.

Learning Outcomes

After completing the module the student should be able to:

- 1 Research and analyse convergence design within new media industries.
- 2 Conceive, design and prototype solutions that work across a range of different delivery technologies.
- 3 Identify and select appropriate delivery technologies for a concept.
- 4 Work confidently with different development environments.

Learning Outcomes of Assessments

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

Digital Project	2	4	
Report	1	2	3

Outline Syllabus

Virtual and physical locations.

Multiple devices, access to content.

Awareness of habitual activities in relation to technology and ways these can be used to give users a broad view.

Centralised content accessible through multiple devices.

Interface systems that are personalised.

Learning Activities

Sessions will be delivered through lectures, tutorials (video conferencing) and practical workshops. There will be discussions of case studies and demonstrations.

References

Course Material	Book
Author	Curran, S.
Publishing Year	2003

Title	Convergence Design
Subtitle	
Edition	
Publisher	Gloucester, UK: Rockport Publishers Inc
ISBN	

Course Material	Book
Author	England, E. & Finney, A.
Publishing Year	1996
Title	Managing Multimedia
Subtitle	
Edition	
Publisher	Boston, USA: Addison Wesley
ISBN	

Course Material	Book
Author	Hogan, P. & Strauss, R.
Publishing Year	2001
Title	Managing Web and New Media Projects
Subtitle	
Edition	
Publisher	Oxford, UK: Focal Press
ISBN	

Course Material	Book
Author	Jenkins, H.
Publishing Year	2006
Title	Convergence Culture
Subtitle	Where Old and New Media Collide
Edition	
Publisher	New York, USA: New York University Press
ISBN	

Course Material	Book
Author	Raby, F.
Publishing Year	2000
Title	Project #26765 - FLIRT
Subtitle	
Edition	
Publisher	RCA Computer Related Design Research
ISBN	

Course Material	Book
Author	Rheingold, H.
Publishing Year	2003
Title	Smart Mobs
Subtitle	The Next Social Revolution

Edition	
Publisher	Cambridge, USA: Basic Books
ISBN	

Notes

The challenges facing digital content developers are increasingly diverse and demanding as support for existing interactive technologies such as the Web, DVD and games platforms are supplemented by a whole range of new and emerging delivery systems. Convergence is a perpetual phenomenon in this sector producing such hybrids as interactive TV while relatively simple communication systems like wireless and mobile devices are evolving into media rich platforms. For content driven industries there is a new imperative to develop, manage and distribute their products across a range of delivery systems as economically and effectively as possible and this multi-channel 'publication' has an immediate impact on design and creative development.

This module will build on the skills and body and knowledge acquired in such modules as Core Technologies and Interactive Design, broaden the students' approach to problem-solving with a view-point based on practical application. Through independent research, students will further develop their awareness of the new delivery technologies (their potential and their limitations).

Students will learn how to develop their concept within the context of the required technology spread. Case studies will be used to analyse and critically evaluate methodologies for tackling multi-channel delivery while practical assignments will encourage the exploration of new solutions. The experience gained from 'Context and Critical Evaluation' will be briefly employed in this exploration as students develop and test their ideas relative to the hardware and practical usage.

A range of development environments will be used and interactive prototypes will be developed on the defined platform.