

UNIVERSITY OF BRITISH COLUMBIA

Winter 2010

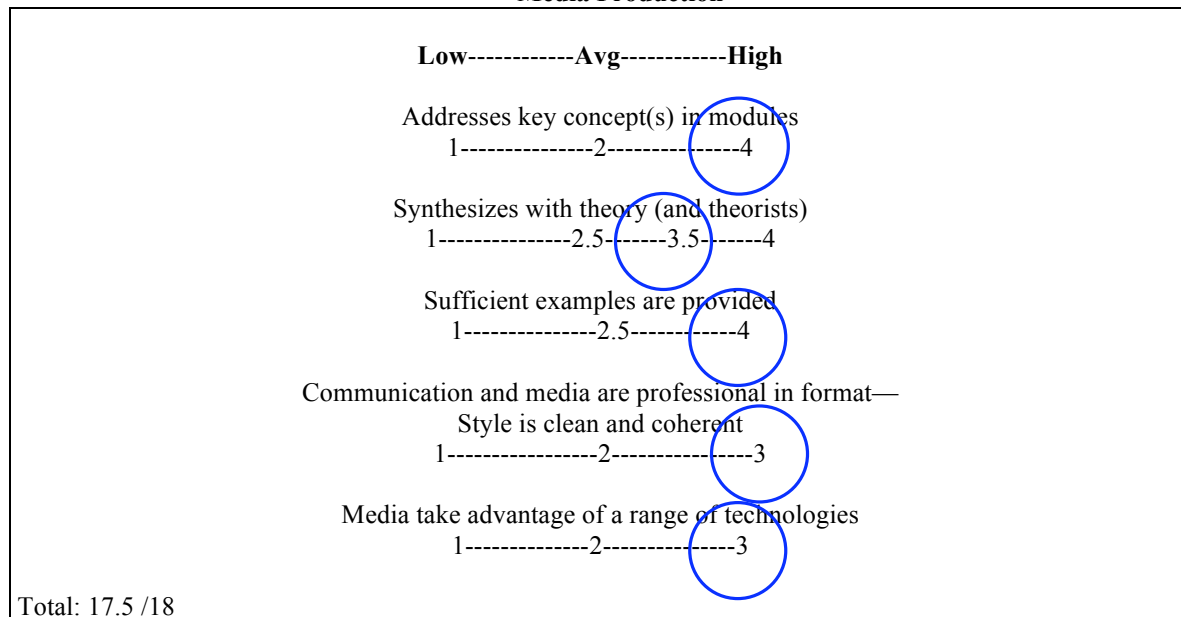
ETEC 531: Cultural & New Media Studies

1. Thematic Media Production

Media productions are the hallmark of cyberspace— Communication and participation are blends or convergences of image, text and sound. Certainly, students of new media technologies ought to be conversant in all of these modalities. This assignment challenges you to creatively express yourself as well as apply your technical skills. Produce one media production that thematically responds to one or more post-test questions from any modules (out of nine) of your choice. Prepare mediated responses that indicate your thoughtful engagement with the content. The media should be thorough and designed to inspire dialogue in the LMS forums.

A number of options are available for producing your thematic media productions. You could produce a media production with power point, Java slide show (export ppt file as html), animation (use formats such as .avi, .gif or .swf), or a video camera. The media production can be in compressed formats such as .avi, .mov, .mpg, .qt, .rm, flv, etc. and should be about 5 minutes in length (Examples are provided). An approach might be to script an interview of yourself in front of a video camera. When submitting, please include your *name* in your file and indicate *versions*. For universality of access and ease of marking, include an *iPod-compatible* file (e.g., (H-264, mpeg4), in addition to your source file format. Please see me, if you are interesting in interviewing a peer or participant (UBC Research Ethics Board implications).

Media Production



Bob,

Thanks for an evocative mp on cyberbullying, where your interactions with the imagery, with statistics, theory and recommendations, with piano accompaniment as background, renders effect. I appreciate how your mp dovetails with your DM, and how theory plays a key role. Ideas for improvement: ensure percentage of inserts comply with copyright regulations, consult primary sources for a general theory of phenomenon, *theorizing* the phenomenon by reflecting on nature of digital aesthetics, in which Benjamin's critique of copying culture take on new dimensions, with complexities of production, where it might be necessary to critique sources and conditions of production, etc., weaving Benjamin's analysis of reproduction and Manovich's analysis of digital aesthetics into a fundamental critique of production. Work on your APA. Overall, an excellent mp, Bob!

Thanks,
Franc :-)