UNIVERSITY OF BRITISH COLUMBIA
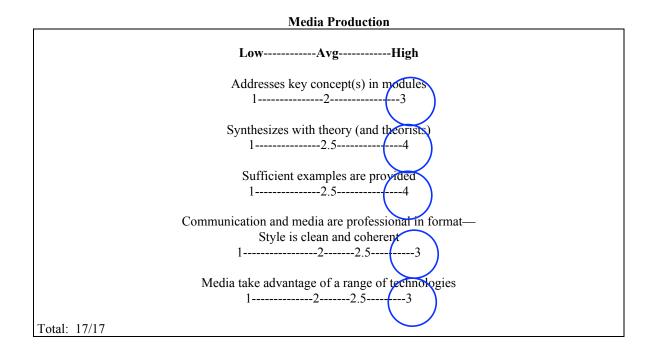Winter 2010

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

Low------------Avg------------High

Addresses key concept(s) in modules
1---------------2---------------3

Synthesizes with theory (and theorists)
1---------------2.5---------------4

Sufficient examples are provided
1---------------2.5---------------4

Communication and media are professional in format—
Style is clean and coherent
1-----------------2-------2.5---------3

Media take advantage of a range of technologies
1--------------2-------2.5---------3

Total: 17/17

Bob,

Brilliant opening with reading of Declaration of Independence in cyberspace by Barlow! Excellent focus questions. Script and narration correlated with imagery, convey grasp of material, with appropriate robotic voice and sound effects! Excellent tracing of history and relevant developments, appreciate theorizing and association of features with periods, excellent research. Ideas for improvement- cite where relevant, clarify where your theorizing meets the iterature, cite more theorists. All in all, examplary production!

Thanks,

Franc