

**Master of Interactive and Digital Media
MMDE 5002 Interactive Media Project Major 2**

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DESIGN BRIEF

For your major project for this course you are asked to design, build and implement an interactive project. This can take the form of a desktop interactive, an interactive application for a handheld device, an interactive screen-based installation or a web-based work. The content and purpose of this project is to be selected from one of the briefs listed below. The project is to feature integrated sound and/or video and animation and is to be both an aesthetic and conceptual exploration of the possibilities of interactive multimedia. It is expected that the work will feature an innovative and creative interface that is designed to both engage and surprise the user while being conceptually integral to the project.

In week 3 you are asked to make a blog post of your project concept. This is to take the form of a short statement (100-200 words) that outlines the idea and concept behind your major project. You are asked to post this outline on the class blog (<http://ryszard.net/MMDE5002>) by the beginning of the week for discussion in class. In this brief you should clearly outline both the topic and concept of your project. It is also important to address the role interactivity will play in relation to your idea.

In week 4 you will make a presentation in class outlining the content and form of your project. For this presentation you will need to identify the brief you will be responding to as well as the properties of your project and the ideas that you will be exploring. This presentation is to be supported by a range of visual resources and references as outlined in the presentation guidelines. This presentation is also to contain an innovation statement (min. 200 words) that clearly describes the project and identifies its innovative aspects. This statement should focus on what is innovative about the project and examine topics such as interface, structure, aesthetics, subject matter, use of media and techniques you intend to use. In week 6 you will make a follow up presentation that outlines in detail the interface and interactive elements of your project. Both of these presentations are to be supported by printed documentation. This documentation is to be presented in a professionally finished form and include a detailed outline of the topic and scope of your proposed site, a fully developed sitemap for the project along with screen and interface designs.

In addition to the finished interactive project you will need to show evidence of the processes you have used in the conception and development of the project. Each stage of the development of your project is to be properly documented with working notes and sketches. The presentation of your final work is to be accompanied by a dossier of no less than 30 pages in length that is to include sketches and concept ideas, flowcharts, storyboards and screen designs.

While it is expected that your response to the selected brief be innovative and creative it is necessary that your project conform to the following technical guidelines:

- Minimum of fifteen screens
- Must contain sound and/or video elements
- The work should indicate a basic knowledge of an interactive scripting language and contain a degree of interactivity.
- The completed work may be presented as a computer based application, but this must be accompanied by a CD or DVD based version with all source files.
- The use of copyright material must fit within the University of Sydney's copyright guidelines and must be fully referenced within the document it appears (i.e. application credits, document footnotes)

THE MUSEUM WITHOUT WALLS

For this brief you are asked to consider the ways in which an interactive application can be used to display a collection. This can be a collection of objects, images, videos, texts, sounds or even ideas. In approaching this brief you must consider the systems of classification used

to make the collection and how these can be utilised in an interactive work. While there is strong sense of categorisation within in any collection you are encouraged to look beyond this to explore the possible links that exist between each constituent part of the collection. You are also asked to consider ways that interactivity can be employed in relation both to display and navigation. How does the user “make sense” of the collection? And what role will the interactive experience play in this process of making sense. You are also asked to consider the way in which various media types (sound, video, animation) can be employed to best represent the collection.

THE MEMORY MACHINE

For this brief you are asked to create an interactive artwork that explores the process of remembering, either from a personal or cultural point of view. You are asked to consider a past event or series of events that have had a strong effect on your life and present them an interactive form. The work should encourage the user to actively participate in a process of uncovering the past. In representing this remembered event you can choose to be as direct or as abstract as you wish. However, it is asked that you consider the ways in which memory operates. In structuring this work you are asked to consider the often non-linear ways in which recollection occurs (associative drift) and the possible ways that interactivity can be employed to explore and express this. Care should also be given to the preparation of all media used in the project to ensure that the aesthetics and pace of the work are appropriate and fitting to the events portrayed.

STORYTELLING

For this brief you are asked to conceive of,-and build an interactive artwork that explores the possibilities of non-linear multi-path narrative structures. In doing this you may wish to adapt a pre-existing piece of writing or use your own story and present it in an interactive form. Another approach would be to explore the possibilities of combining media such as video and sound within an interactive framework. A detailed script presenting the narrative structure of the work should accompany the proposal documentation and flowchart for the project . In approaching this brief you are asked to carefully consider the ways in which narrative outcomes can relate to interactive structure and the way that interactivity itself can enrich and enliven the storytelling experience.

GAME ON

For this brief you are asked to build a game based interactive artwork. The nature and content of this work is to be of your own choosing. However, it is expected that the work be conceptualised as a whole with the various component sections fitting within the concept. It is expected that the concept behind your work to be strongly developed and provide the user with a framework in which to participate in and understand the gaming experiences presented. The resulting work is expected to both an engaging and challenging gaming environment that uses a combination of media types and interactive tasks. These tasks may involve interactive skill tests, way-finding exercises, clue solving, puzzles etc. It is also asked that as part of this work you provide an easily accessible instruction section that provides users with a clear outline of how to play.

ASSESSMENT

Assessment is progressive and students are expected to show work based on the assignments at regular intervals. Attendance where required is compulsory. Final assessment will take place in week 15.

DUE DATES

In week 12 you are asked to make a final draft presentation outlining your project development accompanied by a working version of the project. The completed project will have to be ready for assessment at the end of the semester, the date of this will be advised by your lecturer. Your website will be assessed by a panel of SCA academics during a fifteen minute presentation. Extensions will only be granted due to exceptional circumstances and have to be organised with written consent from your lecturer.

Task	Due	
Initial project blog post	20/3/12	week 3
Major Project proposal seminar	27/3/12	week 4

Proposal Documentation	17/4/12	week 6
Interface Presentation	24/4/12	week 7
Interface Documentation	8/5/12	week 9
Final Draft presentation	29/5/12	week 12