



MAS 340

Advanced Interactivity

S1 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Stephen Collins

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Contact via stephen.collins@mq.edu.au

Credit points

3

Prerequisites

6cp at 200 level including (MAS241 or COMP249)

Corequisites

Co-badged status

Unit description

This unit explores the opportunities and challenges for interactive storytelling. As well as engaging with theories of interactivity, narrative and design, students will expand their existing knowledge of HTML and CSS and learn JavaScript and jQuery to produce a major interactive project.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate key concepts in non-linear digital storytelling

Produce interactive possibilities

Plan and develop an original creative work

Present an original creative work in the online medium

Develop high-level HTML and CSS skills

Develop jQuery skills

Synthesize HTML, CSS and jQuery

Develop problem solving skills

Assessment Tasks

Name	Weighting	Due
<u>Progress and Participation</u>	15%	Ongoing
<u>Project Proposal</u>	25%	Friday, 11th April 2014
<u>Major Project</u>	40%	Wednesday, 11th June 2014
<u>Critical Reflection</u>	20%	Friday, 20th June 2014

Progress and Participation

Due: **Ongoing**

Weighting: **15%**

You are required to attend a minimum of 80% of seminars and taught (project development weeks excluded) workshops for this unit but ideally you should strive to attend all.

Failure to attend a minimum of 80% of classes will result in a mark of zero for this assessment.

You will be assessed on the following criteria:

- Participation and contribution to seminar discussions and exercises
- Progress in workshops: You will demonstrate a high level of understanding of HTML, CSS, jQuery and related concepts. To achieve marks in this area ask questions if you're unsure and work hard to grasp the weekly topics.

On successful completion you will be able to:

- Demonstrate key concepts in non-linear digital storytelling
- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery
- Develop problem solving skills

Project Proposal

Due: **Friday, 11th April 2014**

Weighting: **25%**

The main project for this unit is an interactive, non-linear Web-based story. The first step is to produce a project proposal.

Proposals must:

- outline the basic storyline. Stories can be completely original or you can modify an existing story
- detail the required interactive elements
- provide some visual indicator of aesthetic design and style

Proposals will be marked according the following criteria:

- Originality of your story (this also covers originality in modifying an existing story)
- Consideration for non-linearity and interactivity
- How prepared you are
- Coherence of your presentation

There are three options for submitting the project proposal:

1. You can submit a written project proposal in Word document format
2. You can present your idea in person to Steve
3. You can submit a screen capture presentation/video/narrated PowerPoint presentation

Late submission incurs 10% penalty per day.

Failure to submit this assignment means that your major project submission will not be accepted or marked.

On successful completion you will be able to:

- Demonstrate key concepts in non-linear digital storytelling
- Plan and develop an original creative work

Major Project

Due: **Wednesday, 11th June 2014**

Weighting: **40%**

You are required to create an online non-linear and interactive Web-based story using HTML, CSS and jQuery skills developed during workshops. Your story should be original or modified from an existing story. The story must be interactive and allow the user to influence the flow of the story.

Your story will be a minimum of 20 pages at one panel per page. If you wish to use a different layout or horizontal scrolling then please negotiate length of story with your convener.

Major projects will be assessed on the following criteria:

- Originality of the story or originality in modifying an existing story
- Interface design
- Overall aesthetic design and coherency
- Level of interactivity

- Demonstration of contemporary uses of HTML, CSS and jQuery
- Creativity and innovation
- X-factor - the indescribable "wow" factor

On successful completion you will be able to:

- Demonstrate key concepts in non-linear digital storytelling
- Produce interactive possibilities
- Present an original creative work in the online medium
- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery
- Develop problem solving skills

Critical Reflection

Due: **Friday, 20th June 2014**

Weighting: **20%**

You are required to submit a critical reflection of your practice during the unit. The reflection will be 900 words. Anything more than 10% over the word limit will not be assessed. Anything less than 850 words will not be assessed at all and receive a mark of zero (FAIL).

Your reflection will address the following items:

- What you have learned
- What challenges did you face
- How did you overcome them
- How does MAS340 help prepare you for next semester and/or employment
- Give yourself praise when required but also acknowledge areas in which you could improve

These points are not exhaustive, feel free to include any other pertinent considerations.

On successful completion you will be able to:

- Demonstrate key concepts in non-linear digital storytelling
- Plan and develop an original creative work
- Develop problem solving skills

Delivery and Resources

This unit is comprised of 1 x 1 hour seminar and 1 x 2 hour workshop.

All readings have been scanned for electronic delivery and are available via the library's

eReserve system.

There is no workshop manual. Students are expected to use available documentation and take notes during workshops.

Unit Schedule

Week 1

Seminar: Unit introductions.

Workshop: No workshop.

Week 2

Seminar: Initial project ideas.

Workshop: HTML/CSS refresher.

Week 3

Seminar: Telling stories.

Workshop: jQuery refresher.

Week 4

Seminar: Icons, symbols and representations.

Workshop: jQuery interactions.

Week 5

Seminar: Characters and development.

Workshop: jQuery: data, dragging and dropping.

Week 6

Seminar: Interactive logic.

Workshop: Photoshop.

Week 7

Seminar: No seminar.

Workshop: Negotiated workshop.

Weeks 8-12

Seminar: No seminar.

Workshop: Project development.

Week 13

Seminar: No seminar.

Workshop: Finish up and submit projects.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Late submissions will attract a penalty of 10% per day.

All assignments must be completed or the overall grade will be recorded as zero.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)

- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Plan and develop an original creative work
- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery
- Develop problem solving skills

Assessment tasks

- Progress and Participation
- Project Proposal
- Major Project
- Critical Reflection

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue

knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery

Assessment tasks

- Project Proposal
- Major Project
- Critical Reflection

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate key concepts in non-linear digital storytelling
- Produce interactive possibilities
- Plan and develop an original creative work
- Present an original creative work in the online medium
- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery

Assessment tasks

- Progress and Participation
- Project Proposal
- Major Project

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate key concepts in non-linear digital storytelling
- Produce interactive possibilities
- Plan and develop an original creative work
- Synthesize HTML, CSS and jQuery
- Develop problem solving skills

Assessment tasks

- Project Proposal
- Critical Reflection

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Develop high-level HTML and CSS skills
- Develop jQuery skills
- Synthesize HTML, CSS and jQuery
- Develop problem solving skills

Assessment task

- Major Project

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Demonstrate key concepts in non-linear digital storytelling
- Produce interactive possibilities
- Present an original creative work in the online medium
- Develop problem solving skills

Assessment tasks

- Project Proposal
- Major Project

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Demonstrate key concepts in non-linear digital storytelling
- Plan and develop an original creative work
- Present an original creative work in the online medium

Assessment tasks

- Progress and Participation
- Project Proposal
- Major Project
- Critical Reflection

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Assessment tasks

- Progress and Participation
- Critical Reflection

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Assessment task

- Progress and Participation