



ICOM897

Interactive Communication

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	7
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	10

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General Information

Unit convenor and teaching staff

Convener, lecturer, tutor

Alex Mesker

alex.mesker@mq.edu.au

Y3A 193K

By appointment

Credit points

4

Prerequisites

Admission to MCrInd or MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MCrMedia or MFJ or MCreIndMFJ or MMedia or MCreIndMMedia or MInfoTech or MSusDev

Corequisites

Co-badged status

Unit description

This unit is concerned with web design and reaching new media audiences. It offers practical as well as theoretical instruction on web design and international audience research. The unit includes a practical component during which students will learn Web design skills to build their own site for the purpose of audience research. The theoretical components will study the multidimensional impact of new media on audiences in the context of international communication. Students are encouraged to bring their experiences with new media and their multidisciplinary knowledge learned in their previous studies to the class and contribute to the critical discussions in studying this unit.

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:

Develop the ability to dissect, analyse and objectively critique web pages, and a familiarity with diverse media formats.

Effectively communicate information-rich media to a target audience via the web.

Apply current practices and design principles to webpage construction.

Articulate technological practices, and present a portfolio/brief to a prospective client.
Demonstrate familiarity with the fundamental technologies required to communicate content through the medium of the Internet.

Develop life-long technological application skills, critical analysis and evaluation skills, and problem solving skills that are paramount in an era of technological literacy.

General Assessment Information

Assessment Standards: Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

Special Consideration Policy: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

Unless a *Special Consideration* request has been submitted and approved, (a) a penalty for lateness will apply — two (2) marks out of 100 will be deducted per day for assignments submitted after the due date — and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments, eg. quizzes, online tests.

Methods of Feedback: Feedback on assessments or student performance will include informal (eg. comments to the student cohort from the unit convenor made in-class or on iLearn), individual (comments made during personal consultation or via iLearn/e-mail relating to course activities), and formal (general comments/grades attached to assignments marking in Turnitin/GradeMark, feedback/marks available via Gradebook/iLearn in response to submitted assignments) forms.

MMCCS Session Re-mark Application: <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Assessment Tasks

Name	Weighting	Hurdle	Due
In-class practical tasks	30%	No	Ongoing
Analysis and Proposal	30%	No	Tuesday, 1 May, 2018
Website production	30%	No	End of Week 13 Class
Class Participation	10%	No	Ongoing

In-class practical tasks

Due: **Ongoing**

Weighting: **30%**

There will be 5 coding/practical tasks throughout the session that will encourage students to implement content and concepts discussed in lectures and practical tutorials. These will be small projects to complete in class time and are designed to get students to concentrate on process, technique, form, and function.

These will be assessed on students' ability to apply practical and analytical skills acquired throughout the unit, and show evidence of understanding via how the code addresses the challenges.

These tasks should be submitted as a hypertext (HTML) documents within your ICOM897 résumé. Submission details will be explained in class and on iLearn prior to due dates.

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Analysis and Proposal

Due: **Tuesday, 1 May, 2018**

Weighting: **30%**

Students must analyse two websites and articulate how/why they are effective/ineffective examples of interactive communication. In particular, they should explain how the technologies used facilitate the communication of media content, identity, product, and usability, or fail to communicate these aspects successfully. Your writing should address a technical discussion as well as a design/usability appraisal focussing on audience, purpose, usability across devices, and communication of the site's body of knowledge.

Based on this appraisal, students will write a proposal for their intended final website project. The proposal should:

- Demonstrate a considered approach toward communicating an idea
- Demonstrate a considered understanding of the target audience for the site
- Demonstrate a considered understanding on how best to communicate original content with identified audiences

- Demonstrate competitive analysis with existing similar websites
- Demonstrate a knowledge of categorisation/structure/information architecture and design principles
- Provide a detailed overview of the aesthetics and layout of the site
- Students are encouraged to include images/mock-ups where appropriate
- Articulate the technologies required to realise/implement the proposed final work

Subject matter: websites can be on any topic but can be discussed with teaching staff. Students should treat this project as though they are proposing a standalone site for a particular purpose/cause or real client.

This will be assessed on suitability (in terms of scope and technical requirements) of project, quality of discussion with regard to applying a set of judging criteria, and a reflection of how your critique informs your project goals.

The combined length of the Analysis and Proposal project should be roughly 1800-2000 words.

This assessment is both an analytical review and creative work and should be submitted via iLearn. Submission details will be explained in class prior to due date.

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Website production

Due: **End of Week 13 Class**

Weighting: **30%**

Students should produce a website based on their project proposal. Websites will be assessed based on the following:

- Communication of message
- Aesthetic design
- Suitability for intended target audiences
- Structure

- Appropriate use of graphics and images, sound, video, and other media
- Appropriate writing style
- Clarity/quality of code (a lesser amount of well-written code is better than a lot of badly written code)
- Technical functionality
- Adherence to current web standards and practices

This will summatively assess students' ability to produce and deliver content suitable for dissemination via the web, including structure of content, style/layout/design, functionality, and technical proficiency. Please note: use of pre-existing HTML/CSS templates is discouraged.

This assessment should be submitted as a hypertext (HTML) document within your ICOM897 résumé. Submission details will be explained in class and on iLearn prior to due date.

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Class Participation

Due: **Ongoing**

Weighting: **10%**

Throughout the unit, class discussion will incorporate critical analysis of the effectiveness of how information and user experience are conveyed via different websites. This grade concerns participation in class discussion. As lecture and tutorial attendance is compulsory, missing more than two tutorials without medical certification or evidence of disruption will result in failure of the 10% 'Class Participation' component, a unit requirement. To avoid being penalised for missing a tutorial, medical certification, special consideration, or other evidence of disruption must be provided.

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Delivery and Resources

ICOM897 Website & iLearn: Content (such as links, references, readings, assessment tasks) will be available from either <http://media.mq.edu.au/icom897> or <http://ilearn.mq.edu.au>

Required Equipment: No equipment is needed for ICOM897. While use of your own equipment is not discouraged, the Y3A Computer Lab has direct access to a web server where your work will be saved. All software is available on the Lab machines, and free software alternatives are available (if students wish to work off-campus). Mac OS compatible USB memory sticks are handy for additionally backing up projects from the server.

Media Lab: You may make use of the Y3A Computer Labs at any time when there are no classes taking place. The opening hours for the Labs will be 9–5 on weekdays, with possible extensions; this will be discussed in lectures/tutorials.

Software Compatibility/Assignment Submission: It is your own responsibility however to ensure that any work undertaken outside of the Y3A Computer Labs is fully functional within the Lab (ie. ensure that all assets are copied to the server).

Attendance: Students are required to attend all lectures and tutorials for this unit.

Written Assignment Submission: Depending on the nature of the assessment, assignments are to be saved/uploaded to the Media Server, or submitted via iLearn. Processes for submission of assignments will be outlined in classes.

Return of marked work: Aside from ongoing informal formative feedback given during classtime, feedback for submitted assessments will be disseminated via iLearn.

Late Submissions / Special Consideration: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests. If you foresee being unable to submit an assessment on time, please contact the course convenor well in advance. Special Consideration extensions are typically only granted on grounds of illness or misadventure, where appropriate supporting documentation is submitted.

Referencing style: Preferred referencing styles include Harvard http://libweb.anglia.ac.uk/referencing/harvard.htm?harvard_id=24#24 and APA <http://www.usq.edu.au/library/help/referencing/ap.a.htm>. Either or any style may be used as long as all necessary information is provided and a consistent approach is taken.

Recommended reading and research: The weekly recommended readings/resources for this unit are intended to supplement your core work, as well as enhance students' understanding of

concepts taught throughout the course. Readings will not be objectively assessed from week to week, however it is strongly advised that students broaden their understanding of concepts and practices relating to the web, content delivery, HTML, CSS and JavaScript/jQuery by completing all relevant recommended readings.

Unit Schedule

The following is an indication of the content that will be covered in the unit. Week to week class structure is available on iLearn but may change according to existing competencies. In a broad sense, the unit comprises:

- Critiquing websites and deconstructing what makes a good website
- Producing content (the technical side of producing/syndicating/disseminating content)
- Structuring documents in HTML
- Styling documents with CSS
- Layout, design, working with different media forms, and designing for different devices
- Defining behaviours that respond to user actions with JavaScript/jQuery
- Technical literacy and the broad technological competencies required for interactive communication

Classes begin in week 1.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](#) ([http](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central)

[s://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Effectively communicate information-rich media to a target audience via the web.

Assessment tasks

- In-class practical tasks
- Analysis and Proposal
- Website production

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Develop the ability to dissect, analyse and objectively critique web pages, and a familiarity with diverse media formats.
- Effectively communicate information-rich media to a target audience via the web.
- Apply current practices and design principles to webpage construction.
- Articulate technological practices, and present a portfolio/brief to a prospective client.
- Demonstrate familiarity with the fundamental technologies required to communicate content through the medium of the Internet.
- Develop life-long technological application skills, critical analysis and evaluation skills, and problem solving skills that are paramount in an era of technological literacy.

Assessment tasks

- In-class practical tasks
- Analysis and Proposal
- Website production
- Class Participation

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Develop the ability to dissect, analyse and objectively critique web pages, and a familiarity with diverse media formats.
- Effectively communicate information-rich media to a target audience via the web.
- Apply current practices and design principles to webpage construction.
- Articulate technological practices, and present a portfolio/brief to a prospective client.
- Develop life-long technological application skills, critical analysis and evaluation skills, and problem solving skills that are paramount in an era of technological literacy.

Assessment tasks

- In-class practical tasks
- Analysis and Proposal
- Website production
- Class Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Develop the ability to dissect, analyse and objectively critique web pages, and a familiarity with diverse media formats.
- Apply current practices and design principles to webpage construction.
- Articulate technological practices, and present a portfolio/brief to a prospective client.
- Demonstrate familiarity with the fundamental technologies required to communicate content through the medium of the Internet.
- Develop life-long technological application skills, critical analysis and evaluation skills,

and problem solving skills that are paramount in an era of technological literacy.

Assessment tasks

- In-class practical tasks
- Analysis and Proposal
- Website production
- Class Participation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Develop the ability to dissect, analyse and objectively critique web pages, and a familiarity with diverse media formats.
- Effectively communicate information-rich media to a target audience via the web.
- Apply current practices and design principles to webpage construction.
- Articulate technological practices, and present a portfolio/brief to a prospective client.
- Develop life-long technological application skills, critical analysis and evaluation skills, and problem solving skills that are paramount in an era of technological literacy.

Assessment tasks

- In-class practical tasks
- Analysis and Proposal
- Website production
- Class Participation