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Course Staff

**Course Convenor:** Dr Andrew Burrell  
Room: Webster 231 P  
Email: andrew.burrell@unsw.edu.au  
Consultation: Tuesdays & Wednesdays by appointment

Course Details

**Timetable:**

**Lecture:** Tuesday 11am – 12pm, WB327, Weeks 1-12  
**NB:** Week one lecture is on-line, all other lectures are in WB327

**Studio:** Tuesday 1pm – 3pm, Webster 307, Weeks 2-13  
or  
Tuesday 3pm - 5pm, Webster 307, Weeks 2-13

**Exhibition:** Thursday October 17\(^{th}\) (week 11), 4:00 – 7:00pm, IO Myers Studio.

1. **Attendance Requirements**  
To pass this course you are required to attend at least 80% of lectures and tutorials. If you do not meet the minimum attendance requirement for any reason you may be refused final examination and you may fail the course.

Attendance at **lectures** and **tutorials** will be recorded. If you are more than 10 minutes late, you are deemed not to have attended. It is your responsibility to ensure your name has been marked off at each class.

If you experience a prolonged illness or misadventure that prevents you from meeting the 80% attendance requirement you should contact your course convenor immediately. You may be advised to withdraw from the course.
2. Essential Information For SAM Students
Please read carefully the Essential Information and SAM assessment policy from this link: https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

3. Course details

Credit Points: 6

Summary of the Course
The body is the intense centre of our media world. This is a point often forgotten in the determination of media producers to communicate a particular message. As media producers our aim is to forge a visceral connection between bodies, between body and world, between body and data. This course introduces the student to interaction design via a series of practical exercises. It encourages students to experiment openly in the production of projects that explore the relationship between the body, media forms and media technologies. In the process students are introduced to the use of sensors and input devices, feedback devices, and the dynamic visualization and sonification of real time and streaming data.

Aims of the Course
The course will deepen student’s understanding of the various approaches that can be taken to the design of interactions and will develop students’ knowledge of practical techniques for creating interfaces. As students apply these approaches and techniques to the development of prototype projects they will develop practical insights that will enrich their understanding of the creative possibilities of this media production context. The course will encourage experimentation and students will also develop a practical understanding of the knowledge and skills required to critically evaluate the results of these experiments.

Student learning outcomes
At the conclusion of this course students will have
1. An understanding of a range of approaches to the design of interactive interfaces.
2. The ability to creatively apply these approaches to the design of a media production project.
3. Developed skills for producing interactive interfaces.
4. An increased ability to experiment and innovate when developing project concepts.
5. An understanding of methods for critically evaluating interactive interfaces and the ability to apply these methods.
Graduate Attributes

Through their study within this course and their completion of its assessment tasks students will be encouraged to develop the following graduate attributes:

1. The capacity for analytical and critical thinking and for creative problem solving within a media production context.
2. The ability to independently learn media production skills and to critically reflect on their value and purpose as tools of practice.
3. The skills required to create, discuss and evaluate creative work in collaboration with others.
4. The capacity for enterprise, initiative and creativity.
5. The skills of communicating effectively through media production and the ability to tailor this communication to suit different audiences and delivery platforms.
6. The skills involved in practice-based research.

4. Rationale for the inclusion of content and teaching approach

Our driving philosophy is that deep skills and understandings of media production evolve through cycles of practice and reflection. To this end each week’s workshop session will involve some kind of applied practical task and there will be two practical assessment tasks. One of these practical outcomes will be associated with an individual written assessment task where students will reflect on and evaluate their practical experiences. Lectures and Workshops will be structured to encourage students to give support and feedback to fellow students. This will provide opportunities for students to reflect on the production practices of others and to view their own practice experiences within a broader context.

5. Teaching strategies

The course uses a combination of theoretical/conceptual lectures, demonstration of practical skills, guided practical exercises, and independent development (with consultation) of projects from concept to realisation. An element of group work is included, as the field of interactive media requires a substantial amount of collaboration for successful outcomes.
6. Assessment

In order to pass this course, you must make a serious attempt at ALL assessment tasks. They are as follows

1. Lecture Activities (x 3 @ 5% each) 15%
2. Interactive Project 50%

Broken down as follows –
   a. tumblr/process blog (individual mark) 15%
   b. Contribution to group work (peer marked) 10%
   c. Final Project (group mark) 25%
3. Prototype Perspectives paper 35%

<table>
<thead>
<tr>
<th>TASK</th>
<th>LENGTH</th>
<th>WEIGHT</th>
<th>TIME ON TASK</th>
<th>LEARNING OUTCOMES ASSESSED</th>
<th>GRADUATE ATTRIBUTES ASSESSED</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture Activities</td>
<td>3 x 150 words (approx)</td>
<td>15% (5% each)</td>
<td>0.5 – 1hr per task</td>
<td>1-5</td>
<td>1-6</td>
<td>As indicated in lecture and on course website</td>
</tr>
<tr>
<td>Interactive Project a.</td>
<td>Minimum 1 post per week</td>
<td>15%</td>
<td>0.5 hours per post</td>
<td>1-5</td>
<td>1-6</td>
<td>October 29th, 4pm, link posted to course website</td>
</tr>
<tr>
<td>Interactive Project b.</td>
<td>na</td>
<td>10%</td>
<td>Participation throughout semester</td>
<td>1-5</td>
<td>1-6</td>
<td>October 22nd, In tutorial peer review</td>
</tr>
<tr>
<td>Interactive Project c.</td>
<td>2 page proposal &amp; Prototype exhibition</td>
<td>25%</td>
<td>20 – 40 hours</td>
<td>1-5</td>
<td>1-6</td>
<td>September 3rd, proposal due in tutorial, October 17th, Exhibition of prototype.</td>
</tr>
<tr>
<td>Prototype Perspectives Paper</td>
<td>1500 – 2000 words</td>
<td>35%</td>
<td>25 – 30 hours</td>
<td>1-5</td>
<td>1-6</td>
<td>November 7th, 4pm, via course website</td>
</tr>
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</table>

These assessable items are further outlined below.

1. Lecture Activities: 15%

Task Description:
During weekly lectures there will be a short discussion activity associated with the lecture content. You might be asked to respond to questions based on the reading, to discuss and analyse an example interactive device, or to extend and reflect upon that week’s concepts. Three of these will include a short written response on the course website each worth 5% of a total 15%. Details will be posted on the course website and discussed during the lecture. You will have two weeks to post your response to the course website before the activity is locked.

Task Objectives:
This task is designed to engage students with critical perspectives on the core concepts covered in the weekly lecture, encouraging them to develop a deeper understanding of this content and to form and express individual opinions.

**Task Criteria:**

- Overall intellectual rigour and/or creativity of response to the activity problem.
- Evidence of engagement with ideas and practices addressed in the course.

**2. Interactive Project: 50%**

*Broken down into three tasks.*

**Task Description:**

*a. (individual mark) tumblr/process blog - 15%*

Create a tumblr blog (tumblr.com) and create a process blog of your ideas and processes during the semester. Over the period of the course you will be provided with ideas for content of the tumblr, but it is ultimately up to you how you curate content for it. Aim for a minimum of a post a week. Look at this task as a visual/concept diary for your process.

*b. Contribution to group work (individual mark assessed by your peers) -10%*

Your contribution to the group as a whole will be assessed by your peers (group mates) and averaged to create a mark out of 10 for your participation.

*c. GROUP WORK – 25%*

*Proposal:* Write a brief (1-2 pages max including images) description of the project that your team intends to make for your Interactive Interface. Clearly explain which design approach your team is following and the relationship between the theme and your concept. Include diagrams or illustrations as required. **Bring a printed copy to studio class on week six as well as handing in a PDF of your proposal via the course website by end of week 6.**

*Exhibition:* In teams using the sensor technology provided, create a working prototype of a wearable interactive interface that responds to the human body in some way. Your design should be based on the ‘post-human’ theme introduced in week one and you should use one or more of the design approaches introduced in week three to help drive your design choices.

**Task Objectives:**

Combined, these three tasks are designed to encourage creative-thinking and innovative approaches to the design of interactive interfaces. In completing these tasks students will gain experience producing interactive interfaces using sensor technology and will also gain experience evaluating interactive interfaces.
Task Criteria:

- Evidence of thoughtful experimentation and enquiry in the relationship between the theme, the chosen design approach and the design of the interactive interface.
- Resolution and drive in problem solving.
- Timely submission and organisational skills demonstrated.
- Evidence of efficient teamwork.
- Resolution of concept to prototype.
- Evidence of creativity and innovation in ideas.
- Evidence of creativity and innovation in resolution.
- Consideration of Audience in design of interface and exhibition.

3. Prototype Perspectives Paper: 35%

Task Description:
Write a 1500-2000 word paper that critically reflects on the following two perspectives:

Section 1 - The Designer: Reflect on the success of the interactive object that your team designed. Did you achieve the interactive experience that you were aiming for? What, if anything, would you or did you change about your design? How did the design approach or approaches that you chose work in practice? What were the results from your evaluation?

Section 2 – The Participant: Describe the experience of interacting with two of the objects designed by other teams. From your personal experience, what worked, what didn’t and why?

Use the readings and/or references to other interactive works where relevant, to support your arguments.

Task Objectives:
This task is designed to help students develop the skills and knowledge required to critically evaluate interactive prototypes. In completing this task, students will also reflect critically on interaction design from two experiential perspectives.

Task Criteria:

- Evidence of critical thinking beyond mere description when examining and evaluating the three objects under discussion.
- Evidence of engagement with ideas and practices addressed in the course, and with the relationship of theoretical and creative practice.
- Generic aspects of scholarly writing i.e. writing style, citation practice, structure.

Late Submission
PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.
If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive 0 marks. Late work will not receive detailed feedback.

**Extension Procedure**

In the case of illness or misadventure you may apply to the Course Convenor for an extension of the due date. Work or family commitments, religious holidays or work due in other courses are not acceptable reasons for extension or Special Consideration requests. Evidence of significant progress in an assessment task must be demonstrated if asking for an extension due to emergency or illness close to the submission date. Extensions must be applied for to the course convenor in advance of the due date and will generally only be granted for a period of 2-3 days or up to 1 week in more serious cases.

**Special Consideration**

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL: [https://my.unsw.edu.au/student/atoz/SpecialConsideration.html](https://my.unsw.edu.au/student/atoz/SpecialConsideration.html)

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

7. **Academic honesty and plagiarism**

All assessment tasks in this course must be either created completely by you OR if they include material created by others such as words, music, sounds, videos or images, they must be scrupulously referenced. Taking the work of others and passing it off as your own is regarded as plagiarism and is a type of intellectual theft. The School will impose severe penalties on any student who is identified as plagiarising the work of others. The Learning Centre can provide further information found via [www.lc.unsw.edu.au/plagiarism](http://www.lc.unsw.edu.au/plagiarism)
# 8. Course schedule

<table>
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<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture</th>
<th>Studio</th>
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| 1    | 30th July | **Lecture:** Introduction: Interfaces Real & Imagined *ONLINE* (This is the only week the lecture will be online)  
**Studio:** No studio this week. |
| 2    | 6th Aug  | **Lecture:** Augmentation: past, present and future.  
**Studio:** Introduction to MAX software and physical computing |
| 3    | 13th Aug | **Lecture:** Perception and the Body / Sensing the Body & Spatial Experiences  
**Studio:** Arduino microcontroller & basic electronics. Guided hands-on project |
| 4    | 20th Aug | **Lecture:** Approaches to Interaction Design Practice  
**Studio:** Arduino 2: Sensing the world. Continuation of Guided hands-on project |
| 5    | 27th Aug | **Lecture:** Creative coding: precedents, trends, implementations and concepts  
**Studio:** Sensing and Interfacing with software. Experimentation & tinkering.  
Project road-mapping and proposal development. |
| 6    | 3rd Sept | **Lecture:** Data Bodies: Data visualisation & data mediated selves  
**Studio:** project development (guided workshops/demos tailored to project needs)  
**DUE:** Proposal for Interactive Interface (1 hardcopy per group). |
| 7    | 10th Sept | **Lecture:** Design Practice as Experimentation  
**Studio:** project development (guided workshops/demos tailored to project needs) |
| 8    | 17th Sept | **Lecture:** Cyborg: The Ultimate Interface?  
**Studio:** project development (guided workshops/demos tailored to project needs) |
| 9    | 24th Sept | **Lecture:** Evaluating Prototypes / Exhibition & Installation Considerations  
**Studio:** project development |
| 10   | 8th Oct  | **Lecture:** Memory / Body / Interface  
**Studio:** Demo trial run & final debugging / user testing. |
| 11   | Thurs 17th Oct, 4-7pm | **Exhibition:** Demo / Exhibition Day / Evening  
**Location:** Io Myers Theatre  
*No lecture or studios this week*  
ALL WEEK SET UP IN IO-MYERS CONSULT VIA APPOINTMENT  
**DUE:** Demo of Interactive Interface (Group creative project) |
| 12   | 22nd Oct | **Lecture:** Where am ‘I’? Looking forward: The Interfaced Post Human Self.  
**Studio:** Analysing project evaluations workshop.  
**DUE:** In class peer review (participation compulsory) |
| 13   | 29th Oct  | **No Lecture This week:**  
**Studio:** Reflection workshop & group feedback session, feedback and support for developing your ‘Prototype Perspectives Paper’.  
**DUE:** 4pm 29th OCT: tumblr/process blog (link submitted via the course website). |

**end of teaching period**

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<th>Week</th>
<th>Date</th>
<th>Due Today</th>
<th>Studio</th>
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<tbody>
<tr>
<td>1</td>
<td>3rd Sept</td>
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**Lecture:** Design Practice as Experimentation  
**Studio:** project development (guided workshops/demos tailored to project needs) |
| 12   | 22nd Oct |  
**Lecture:** Where am ‘I’? Looking forward: The Interfaced Post Human Self.  
**Studio:** Analysing project evaluations workshop.  
**DUE:** In class peer review (participation compulsory) |
| 13   | 29th Oct  |  
**No Lecture This week:**  
**Studio:** Reflection workshop & group feedback session, feedback and support for developing your ‘Prototype Perspectives Paper’.  
**DUE:** 4pm 29th OCT: tumblr/process blog (link submitted via the course website). |

**DUE:** 7th November by 4pm: Prototype Perspectives Paper (submitted via the course website).
9. Resources for students

Website: moodle.telt.unsw.edu.au

The course website will contain weekly updates on the information contained in this outline. You should make sure that you check it at least once a week. It is also the space where you will post your activities for task 1 and where you can go to ask and find answers to your questions about the technical or creative aspects of the course.

Lecture Readings:

The readings for this course will be available online via the course website. These readings will take the form of both text and online media and it is essential that you read/view each weeks material before each lecture.

Independent Research:

Apart from the resources outlined on the course website and presented during lectures and tutorials, independent research will allow you to make the most of this course. The UNSW library website hosts a wealth of resources to aid you in this endeavour

http://www.library.unsw.edu.au/

Disability Access

Student equity and diversity issues can be mediated via the Student Equity Officers (Disability) in the Student Equity and Diversity Unit (9385 4734).

Further information for students with disabilities is available at
http://www.studentequity.unsw.edu.au

10. Course evaluation and development

Student feedback on this course is welcome on both a formal and informal level. Feedback can be addressed to the course convenor or the faculty.

11. Assessment Policies

It is extremely important that you keep a copy of ALL assignments. Assignments do sometimes go missing and when this occurs the onus is on the student to prove that they have completed the assignment and to provide another copy for marking. With this in mind, please ensure that you collect all marked assignments promptly and keep them until after you have received your official results for the course.

All assessment tasks in this course must be either created completely by you OR if they include material created by others such as words, music, sounds, videos or
images, they must be scrupulously referenced. Taking the work of others and passing it off as your own is regarded as plagiarism and is a type of intellectual theft. The School will impose severe penalties on any student who is identified as plagiarising the work of others.

Backing-up Work
It is your responsibility to back your work up regularly. Losing all of your files and being required to start your project from scratch is regarded as evidence of unsatisfactory file management skills and is not grounds for any special consideration when projects are being assessed. If you are the kind of person who thinks this won’t happen to you, then you are a prime candidate for it happening (there are at least two cases every year). So spend some time in the first weeks of session developing a personal back-up regime and stick to it. Be particularly vigilant when assessment deadlines are looming. Tired and stressed students are quite capable of deleting their own or others work by mistake.

Copyright
The works that you are creating for this course are being made for public broadcast either via the web or via public exhibition. This means that you must hold copyright over every element of the media productions that you create for this course. If you wish to use the work of another within your assignment then you must get the copyright holder’s permission to do so. The copyright holder could sue you if you fail to get their permission. There are two forms for doing this;

1. Student project performance (Shooting permissions): During production work you may have to record, interview or photograph someone, if so you need to get them to sign a release form to give you permission to use this material in your project and to publicly broadcast the recording. This includes any actors, models, musicians or other ‘talent’ that might be involved in your production.

2. Student project included work (Copyright clearance): Occasionally you may want to use work created by other people who own the copyright to their work, if so you will need to get them to sign a copyright release form. This form will give you permission to use their work in your media production and to publicly broadcast it. You might, for example, wish to use a song that has been composed and performed by your cousin’s band. This form would need to be signed by whoever wrote the song (the copyright holder of the composition) and all of the members of the band (the copyright holders of the performance). For commercial music the copyright for the composition and the performance have both usually been signed over to the record company.

These forms can be downloaded from the student resources section of the school website:

https://sam.arts.unsw.edu.au/students/resources/media-students/production/

You can find out more about copyright at the Australian Copyright Council website http://www.copyright.org.au/.
Please take care with material (e.g. sound effects) that you are sourcing from websites that claim to be copyright-free. Not all such sites are truthful about their content and you could get into trouble if you do use something that later turns out to be owned by another. It is wise to always print the website’s copyright information page and keep a copy for your records.

If you are at all unsure about any issue to do with copyright please speak to the Course Convenor.

12. Email policy:
If any of the course staff need to contact you they will use your student email account (the one with the format z[student number]@student.unsw.edu.au). If you do not use this account then make sure that you set it to redirect mail to the account that you do use. You can do this at http://www.disconnect.unsw.edu.au/

All correspondence re this course should be sent with the subject line MDIA2001. Email correspondence should be used only for administrative matters and personal issues. The course website will have a discussion area for issues to do with assignments and technical problems. Any questions about such matters should be posted there. Before posting, please make sure that you look through the previous posts to see if your question has already been answered.

13. Working in the Webster Multimedia Labs:
You will have 24hour seven day a week swipe-card access to the Webster Multimedia Labs. This is where your practical classes will be held and where you can complete your media production assignments. You can find up to date information about Webster lab procedures and issues on the TRC website: http://trc.arts.unsw.edu.au/support/faqs/webster/computing.shtml.

Further information about printing in the labs and on-campus can be found here: http://trc.arts.unsw.edu.au/support/faqs/index.shtml#printing

You should also make sure that you familiarise yourselves with the UNSW policies on the use of university IT facilities. These policies can be found here: https://my.unsw.edu.au/student/resources/Policies.html#InformationTechnology

Please remember that these labs are working environments and not social spaces. Keep chatter to a minimum and take phone calls outside. If you are playing any media content with audio, then always use headphones. If there is a class on, then
do not interrupt it. Although there might be spare computers, you are not allowed to use them while a class is on. Please check the timetables on the doors of the labs before entering. There is a small lab on the second floor (Webster 254) that is a dedicated space for students to work on assignments.

Please also be mindful of the strain that repetitive computer work can place on the health of your body. UNSW advice on occupational health and safety issues for students can be found here http://www.ohs.unsw.edu.au/