
TEACHING NOTES

introduction	<p>Network Media is a compulsory course for all first year Media Studies students. It is run in conjunction with Broadcast Media, within the 24 point Publishing Media Texts. The aim of PMT is to develop a range of skills for the production and publication or distribution of media. Whereas the emphasis in semester one has been on the parts of production, for example composition as composition and editing as editing, in Publishing Media Texts students are to use these skills to produce ‘finished’ works. These works may be in the format of a specific media genre (for example a radio format or a generic convention required of television), or they may be more loosely structured so that the emphasis falls on notions of ‘completing’ work. For example cutting something that makes an argument, has a coherent basic narrative, is cut to a nominated duration, and so on. The skills remain introductory but introduce some of the expectations and requirements of a specific professional practice.</p> <p>Within the network media stream of Publishing Media Texts the course is to introduce a range of basic network technologies and literacies. These are intentionally introductory and continue the themes established in semester one, except that now the ‘network’, rather than text, image, video and sound, has become the central ‘media’ object. The aim is to provide preliminary skills in using the World Wide Web in conjunction with an introduction to questions or problems of ‘content’ and ‘sense’ in network narrative architectures when using time based media.</p>
aims	<p>Network Media intends to develop student’s understanding and appreciation of the affordances and differences between traditional (generally broadcast) media and network media. This is to be done by a basic introduction to making content, in HTML, for the World Wide Web, an introduction to blogs and blogging, and the embedding of image, sound, and video on the Web. It will include an introduction to DVD.</p> <p>The course is also to continue the introduction to computer media from Editing Media Texts, foregrounding the integration of digital technology within contemporary media practice and ecologies.</p>
assessment	<p>All teaching, learning, and assessment processes will seek to combine critical reflection on practice and the ability to develop self direction skills in acquiring network skills and troubleshooting. It</p>

is intended to be the incubation subject for Integrated Media in second year Media Studies. Assessment will be based on individual work. This is to complement semester one, and is also to ensure that all students have developed basic literacies in all of the technologies used.

Peer assessment and criticism practices will be introduced and utilized, modeling the formal assessment practices to be introduced in second year.

teaching approach

The emphasis will be on individual work. This continues the focus of first year Media Studies where assessment and learning is assumed and regarded as individual. Within Network Media this is specifically to ensure that all students develop basic skills and abilities, and because all students are to develop and manage, through the three years of their degree program, an online identity. The teaching will combine general process and problem based learning methodologies. It will also integrate some horizontal thinking strategies to complement their existing vertical thinking abilities.

Technical facility and ability will be more important than creative application and ability within Networked Media (technical excellence is to be developed in second year, creative ability in third).

technical outcomes

By the end of the course students will understand the basic grammar of HTML, be able to maintain their blog, and incorporate images and QuickTime media into their blogs and web pages. They will have authored a basic interactive DVD.

This involves an understanding of compression, some basic issues and requirements of embedded media in HTML, and file formats. Students will be familiar with the issues involved in placing media online, including text, still image, sound and video, and will be comfortable and competent in their ability to encode and embed such material.

In relation to standalone interactive media the relation of a medium such as DVD to networked media will be comprehended and the affordances of all networked media will be understood, in an introductory manner.

learning outcomes

giving and receiving qualitative feedback, development of horizontal thinking skills evidenced in creative problem solving in computing media environments. Preliminary use and understanding of the value of a reflective electronic journal.

what is meant by 'finished' and 'professional'?

In the context of Network Media 'finished' refers to completing a series of tasks but does not refer to professional or broadcast

standards. For example students may be required to complete a series of web pages, to write a valid Web page, to cut an audio sequence so that it is exactly 60 seconds long, or to compress a video sequence and not exceed 1MB per minute. These are all professional abilities but the emphasis is not on achieving specific qualitative standards but to become familiar with other aspects of professional media.

The rationale for this is that there are significant aspects of professional practice that can be recognised, taught and learnt, which are independent of learning professional hardware and/or software, and where the emphasis falls on these professional competencies prior to then adding further constraints associated with 'quality'.

(Adrian Miles 2004)