

CMNS2016: Interactive Storytelling

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course provides an introduction to interactive storytelling and media production for distribution on the World Wide Web and social media platforms. It will attract students from diverse backgrounds who are interested in developing multidisciplinary skills from the domains of Design, Communication and Information Technology. This is a hands-on course that will develop in-demand creative production skills for those looking for a career in social media and traditional media production.
Academic Progress Requirements	Nil
Contact Hours	Newcastle City Precinct Lecture Face to Face On Campus 1 hour(s) per week(s) for 7 week(s) starting Week 1 Tutorial Face to Face On Campus 2 hour(s) per week(s) for 12 week(s) starting Week 2
Unit Weighting	10
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	Newcastle City Precinct Dr Geoffrey Hookham Geoffrey.Hookham@newcastle.edu.au Consultation: appointment via email.
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	This course will explore the creation of media content for distribution on the World Wide Web. Topics will include: <ul style="list-style-type: none">• Basic website production and file management• Audio and video files in various formats• Moving images and interactive sequences• Narrative and interactive web design theory• The use of social media to share and promote media content• Aspects of Communication Theory
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Exhibit skills in the development and promotion of media content for the web and social media2. Display their ability to conceive, design and construct interactive and branded media3. Critically appraise their own and the work of others
Course Materials	All necessary materials will be posted on the Canvas course website.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Introduction to the course	No workshops in Week 1	
2	4 Mar	Copyright, Content, and Context	Introduction to HTML File and Project Management Student portal and web server (for assessments) (2 hour tutorial)	
3	11 Mar	Animation and Audio	Branching video for web delivery (2 hour tutorial)	Assessment 4: Part A - Project Plan Due: 15 Mar 11:59 pm Submission: Canvas Discussion Board
4	18 Mar	Story and Narrative	Site Development (2 hour tutorial)	
5	25 Mar	Interactivity and Engagement	Assignment 1 - Development and Submission (2 hour tutorial)	Assessment 1 - Branching Media Due: 29 Mar 11:59 pm Value: 20% Submission: On Server or Canvas
6	1 Apr	The Imitation Game	Chat-bot introduction, syntax, and scripting Animation for web (2 hour tutorial)	
7	8 Apr	Summary and Review	Chat-bot / animation scripting (2 hour tutorial)	
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	No lecture this week.	Online Quiz Chat-bot development (2 hour tutorial)	Assessment 3: Online Quiz Due: in tutorials Value: 20% Submit: In Class via Canvas
9	6 May	No lecture this week.	Assessment 2 - Development and Submission (preparation) (2 hour tutorial)	
10	13 May	No lecture this week.	Assessment 2 - Development and Submission (2 hour tutorial)	Assessment 2: Interactive Media Due: Week 10 Value: 20% Submission: On Server or Canvas
11	20 May	No lecture this week.	Assessment 4 - production (2 hour tutorial)	
12	27 May	No lecture this week.	Assessment 4 - production (2 hour tutorial)	
13	3 Jun	No lecture this week.	Assessment 4 - production and final submission (2 hour tutorial)	Assessment 4: Final Project Part B - Complete Due: 7 June 11:59 pm Value: 40% Submission: On Server or Canvas
Examination Period				
Examination Period				

ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Branching Media (Media for Social Media)	Week 5, Friday 29 March, 11:59 pm	Individual	20%	1, 2, 3
2	Interactive Media	Week 10, Friday 17 May, 11:59pm	Individual	20%	1, 2
3	Online Quiz	In class of Week 8.	Individual	20%	1
4	Final Project	Part A Project Plan (5%) Week 3, Friday 15 March 11:59pm Part B Final Project (35%) Week 13, Friday 7 June, 11:59pm	Individual	40%	1, 2, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Branching Media (Media for Social Media)

Assessment Type

Tutorial / Laboratory Exercises

Description

This formative assessment item addresses Learning Outcomes 1 and 2. Students will be engaged in the development of an example of narrative multimedia as well as its display in a contextually appropriate web site. The skills and knowledge developed in this assessment event will contribute to the production of the Final Project.

Weighting

20%

Length

30 seconds of interactive video content, embedded in one (minimum) contextual HTML5/CSS web page.

Due Date

Week 5, Friday 29 March, 11:59pm

Submission Method

Online

Submitted assessment will be hosted on your student server website.

Assessment Criteria

Please see the Canvas assessment description for the marking rubric.

Return Method

Online

Feedback Provided

Online - Feedback will be provided via Canvas rubric.

Assessment 2 - Interactive Media

Assessment Type

Tutorial / Laboratory Exercises

Description

This assessment item addresses Learning Outcomes 1 and 2. Students will be engaged in the development of an example of interactive multimedia as well as its display in a contextually appropriate web site. The skills and knowledge developed in this assessment event will contribute to the production of the Final Project.

Weighting

20%

Length

Interactive media (25 dynamic, scripted dialogue responses or equivalent) embedded in one (minimum) contextual HTML5/CSS web page.

Due Date

Week 10, Friday 17 May, 11:59pm

Submission Method

Online

Submitted assessment will be hosted on your student server website.

Assessment Criteria

Please see the Canvas assignment description for the marking rubric.

Return Method

Online

Feedback Provided

Online - Feedback will be provided via Canvas rubric.

Assessment 3 - Online Quiz

Assessment Type	Quiz
Description	This assessment item addresses Learning Outcome 3. The quiz tests knowledge of material covered in the Lecture series and the practical application of theories and practices developed through tutorials, assessments, and examination of peer projects.
Weighting	20%
Length	Multiple choice, 30 questions (2 hour tutorial)
Due Date	In tutorials of Week 8
Submission Method	In class and online
Assessment Criteria	NA
Return Method	Online
Feedback Provided	Online - At completion of quiz.

Assessment 4 - Final Project

Assessment Type	Project
Description	This assessment item is a summative assessment event that encourages the students to practically demonstrate the skills and knowledge they have gained during the course. As such, the Final Project addresses Learning Outcomes 1, 2 and 3. Part A: Planning - weighting 5% In Week 3 students will upload a tentative plan for their Final Project to a Discussion Forum in Canvas. Students will receive feedback on the viability of their final project. Submission via Canvas forum. Part B: Completion – weighting 35% Students will develop a web site based on their Final Project Plan. The web site will include material developed in Assignment 1 and Assignment 2.
Weighting	40%
Length	Part A: 2-page planning form. Part B: Multipage site (equivalent to minimum 4-page HTML5/CSS web site) containing contextualised and refined Assessment 1 and Assessment 2 media.
Due Date	Part A Week 3, Friday 15 March 11:59 pm Part B Final Project completed Week 13, Friday 7 June 11:59 pm
Submission Method	Online Submitted assessment will be hosted on your student server website.
Assessment Criteria	Please see the Canvas assignment description for the marking rubric.
Return Method	Online
Feedback Provided	Online - Feedback will be provided via Canvas rubric.

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory

		development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas & Canvas announcements,
- E-mails, and
- Face-to-face communication during class or consultations

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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