

Course Title: **Online and Interactive Communication**

Course Code: **DIGM602**

Descriptor Start Date: **01/01/2021**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Develops conceptual and practical skills in interactive media production for various applications and platforms including web and mobile. Identifies and evaluates a range of nonlinear narrative and information structures. Critically evaluates notions of interactivity, navigation and the interface in relation to new media forms, in order to generate a range of strategies for user engagement.

LEARNING OUTCOMES

1. Distinguish a variety of nonlinear narrative forms.
2. Analyse the relationships between narrative form, navigational strategy, information architecture, and user experience.
3. Evaluate notions of event-driven interactivity in relation to online communication, and apply this awareness to own work.
4. Creatively apply core interactive production skills for a variety of digital formats and platforms.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Content may include but need not be limited to:

- An overview of interactive media forms and delivery modes
- Communication principles in and for online spaces
- Non-linear information structures and interactive narratives
- Types and functions of information architectures in online and interactive communication environments
- Notions of interactivity, navigation, and the user interface
- Introduction to interactive production principles and techniques
- 3D spaces and assets
- Interface principles
- Introduction to web content development website design
- Production workflows and best practice

LEARNING & TEACHING STRATEGIES

Integrated labs with lectures, workshops and online tutorials.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Assessment 1: Interactive Prototype	40.00	1-4
Assessment 2: Online Communication Project	60.00	1-4

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

LEARNING RESOURCES

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For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3303, Bachelor of Communication Studies

Related Programme/s: AK1315
AK3453
AK3680
ICE1
INEXCH1
SABRD1

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