DEI 613 Digital Media Design Solutions 1: Design Principles and Practice

Fall 2013 Syllabus
Course Meetings: Tuesdays 4-6:50 pm, UW Stratford Campus
Professor: Beth Coleman, Director City as Platform Lab, UW Games Institute, Co-director UW Critical Media Lab
Office: Hagey Hall 323, UW Main Campus
Lab: Critical Media Lab, 44 Gaukel Street, Kitchener
Email: bcoleman@uwaterloo.ca
Office hours: Tuesday 1-3 (at CML) and by appointment
Course Technical Instructor: Stephanie Koerne

Course description

This term, we address principles and practices in digital design that speak to the contemporary media landscape of ubiquitous computing, mobile media, and the increasing presence of locative design. The forms of media we explore step beyond the parameters of *visual design* to include multi-modal and cross-platform media engagement that relate to an "always on" media environment. The course instructs students on innovative research and design practice in regard to digital media arts, participatory culture, and civic media. This term we will focus on mobile and locative design. In order to frame a holistic view of media design and support the design process, we will explore the history of media technologies as well as cultural and critical theory. We use techniques of "design thinking" as well as a review of literature in the field to develop both critical and creative final projects. The course is composed of three modules that cover the following topics: Module I Modeling Innovation (September 10-24), Module II Design as Discovery (October 1-15), Module III Transmedia/World Building (October 22-November 5), and final project presentation November 26.

Required books
Business Model Generation, Alexander Osterwalder, Yves Pigneur
Where the Action Is, Paul Dourish
Ready Player One, Ernest Cline

E-reader
All additional course reading will be available in pdf format on a Google drive created for the class. Access to this drive will be given on the first day of class.

Assignments
500-word blog post due 5pm Monday before Tuesday class (Sept 17-Nov 19)
Project demo for modules I-III
    Sept 24 module I
    Oct 15 demos module II (review of literature 10-page document)
    November 5 module III
November 26 Demo Final Project
December 3 Dossier of course work (final project; blog post catalogue, demos I-III)

Grading
25% Participation (blog posts, attendance, discussion)
40% Project demos and research paper for modules I-III
35% Final Project & Demo

Policy on Late Work or Absences

Students must request permission from the professor to hand in work late
Students should inform the professor if they will be missing any class meetings

Policy on Academic Integrity
The expectation for the course is the production of original, high-quality research or research creation. Please review the university policy on plagiarism and academic integrity.

Course Calendar

Module I: Modeling Innovation September 10-24

Tuesday Sept 10
Transmedia lecture
Business Model Generation, Alexander Osterwalder, Yves Pigneur

Exercise: "business" model generation, groups presentations

Tuesday Sept 17
"Confronting the Challenges of Participatory Culture," Henry Jenkins

Assignment: Blog post (Transmedia, Business Model Generation, Participatory Culture)
Exercise: discussion participatory culture; configuration of groups for project presentation

Tuesday Sept 24
The poetic city/city of speed lecture
"From Cyber to Hybrid," de Souza e Silva

Assignment: blog post the poetic city/the city of speed; presentation of projects
Exercise: demos (module I), 10 minutes each

Module II Design as Discovery (civic media) October 1-15

Tuesday October 1
Phenomenology and Interaction design lecture
Where the Action Is, Paul Dourish

Assignment: blog post

Tuesday October 8
X-Reality design principles
Hello Avatar, Chapter 1, Beth Coleman

Assignment: blog post

Oct 15 demos (module II)
Assignment: review of literature in the field; 10-minute presentation with research document handed in (10 pages +)

Module III Transmedia/World Building October 22-November 5

Tuesday October 22
World Building lecture
Ready Player One, Ernest Cline

Assignment: blog post

Tuesday October 29
World narratives discussion

Assignment: blog post 500-1000 word sketch of a world, event, place, etc.

Tuesday November 5
Design Thinking (review of process and design projects)

Assignment: blog post sketch of project (draft I)
Exercise: demos module III

Innovation workshop and final projects November 12-26

Tuesday November 12
Final Project workshop

Tuesday November 19
Final Project workshop

Assignment: blog post

Tuesday November 26
Demo Final Project

Assignment: presentations and hand in dossier of final project; blog post catalogue, demos I & II
due **Tuesday December 3, 5pm**