

LCC 6650 eTV Project Studio

Tuesdays 4:30-6 (and project meetings TBA)
TSRB 322 (eTV Lab)

Prof. Janet Murray

TSRB 320A

Office hours Monday 4-6

Janet.murray@lmc.gatech.edu

[your personal info goes here]

Course Description

This course explores the design possibilities at the intersection of complex storytelling, television, and interactivity. Students investigate the design space by creating surveys, doing user testing, and creating prototypes using specific television content. Prototypes may run on existing technologies, such as tablet second screens, or they may involve experimental software and/or hardware environments of our own creation. The fundamental question this Project Studio addresses is how computational technologies can allow us to create, experience, and share more complex forms of storytelling.

Learning Outcomes

2013 MS Learning Objectives

TOP LEVEL

Demonstrate the ability to devise, design, create, and assess prototypical digital media artifacts, services, or environments and to contextualize them within recognized traditions of practice.

SECONDARY LEVEL

Knowledge

- Formally identify digital media design elements, such as interface conventions, processing strategies, and information structures.

Comprehension

- Ability to explain, give examples of, and defend one's use of formal digital media design terminology

Application

- Demonstrate use of digital media to create prototypes
- Demonstrate good time management skills
- Demonstrate ability to set realistic goals

Analysis

- Can develop interactive media artifacts

Synthesis

- Can design and create digital artifacts that create the experience of agency for the interactor.

- Can design and create digital artifacts that segment and tag media to create meaningful organizational units.

- Can communicate, coordinate, and work productively as a team member.

Evaluation of Works

- Can justify the design choices in their works
- Can formulate and test design hypotheses

2013 PHD Learning Objectives

all the items in the MS program PLUS

TOP LEVEL

Students can identify and analyze a domain within the field digital media and identify areas for original contribution as well as methods to pursue these contributions. Students can formulate original interpretations and design original prototypes that reflect an understanding of the humanistic context of digital media.

SECONDARY LEVEL

Knowledge

- Identify the historical and cultural roots of digital media

Synthesis

- Demonstrate ability to conduct original research in support of designing new genres and forms of digital media
- Demonstrate ability to conduct original research in support of assessing and / or critiquing new genres and forms of digital media

Required Texts

Our Group

Hamlet on the Holodeck - Chapter 9 inventingthemedium.com @janetmurray external link: <http://bit.ly/yr76L5>

<http://inventingthemedium.com> - transmedia and replay narrative posts

JHM Interview with Henry Jenkins: http://henryjenkins.org/2012/02/an_interview_with_janet_murray.html

[Transcending Transmedia](#) (JHM keynote at EuroITV 2012)

StoryLines: external link: <http://bit.ly/yfQU9B> ACE 2011

[Story-Map](#) paper and demo at Euro iTV 2012

[Don't Open That Door](#) TEI 2013

Other Researchers

Henry Jenkins, Convergence Culture (2008) - Chapter 3 external link: <http://bit.ly/xZ76lh>

Henry Jenkins Transmedia Storytelling 101 http://henryjenkins.org/2007/03/transmedia_storytelling_101.html

Henry Jenkins Transmedia 202: Further Reflections http://henryjenkins.org/2011/08/defining_transmedia_further_re.html

Jason Mittel, Narrative Complexity in Contemporary American Television 2006 http://muse.jhu.edu/journals/the_velvet_light_trap/v058/58.1mittel.html

Frank Rose, The Art of Immersion (selection to come)

Steven Johnson, Everything Bad Is Good for You (2006) (selection to come - approximate pp 60-130 - argument about complexity in storytelling)

Tracy Swedlow ITVT newsletter external link: <http://itvt.com/>

Nick DiMartino newsletter "Digital Media from the Inside and Out" external link: <http://nickdemartino.us2.list-manage1.com/subscribe?u=07fe311f0df483c9e2da9869d&id=59b56ae3bf>

Towards Virtual Reality for the Masses: Disney's VR Studio Research external link: <http://bit.ly/Ah8y4d>

Motorola group essays (SEE UNDER RESOURCES/ARTICLES/MOTOROLA)

Bulterman's CWI Amsterdam group: [Uses of a Secondary Screen](#) Usages of the Secondary Screen in an Interactive Television Environment: Control, Enrich, Share, and Transfer Television Content. Pablo Cesar, Dick C.A. Bulterman, and A.J. Jansen Euro iTV 2008

Steven Johnson on Television (from his book 'Everything Bad is Good For You') [Johnson-EverythingGoodIsBadForYou \(62-90\).pdf](#)

Dale Herigstad on Vimeo <https://vimeo.com/50952467> Other recent HCI eTV essays (to come)

(Also the relevant TV show(s) and related articles, depending on which one(s) we make the subject of our research.)

(Other essays will be added, reflecting the direction of our investigation)

Grading

Students will be given specific project tasks and responsibilities, such as coding, visual design, project management, and will report weekly on progress. Students will formally assess themselves and one another on their contribution to collaborative projects.

Project Development 75%

Other Design Contributions 10%

Other Analytical Writing 10% (including weekly responses to readings)

Oral Presentation 5% (includes demo-ing prototypes and presenting design proposals and summaries of readings in class)

Schedule (readings for each week will be posted to tsquare)

Weeks 1-2 Organizational discussions to establish Research Question(s) for this semester
New members read project documentation and view relevant projects

Returning members: alternate assignments

Weeks 3-4 Review of relevant projects, Project proposals submitted and assessed

Weeks 5-6 First Mockups and Preliminary Schedule with Milestones;

Weeks 7-8 First Milestone, demonstration of v.1 prototype or results from v.1 user testing

Weeks 9-10 Second Milestone, demonstration of v. 2 prototype or results from v.2 user testing

Weeks 11-12 Rough draft of paper if user testing; v. 3 of prototype

Weeks 13-14 Revised draft of paper; v. 4 of prototype ready for testing

Week 15 Demo and preliminary user testing of prototype; final draft of paper

Graded Assignments

Responses to readings posted to tsquare: abstraction of the main insights of the assigned work and your sense of how they offer guidance for the design of interactive tv projects.

Specific interim deliverables related to the design process including project proposals, assessments of existing artifacts, survey questions, design documentation.

Specific design process behaviors such as conducting a user test, demonstrating a prototype.

Attendance Policy

Students are expected to attend every class meeting and to participate actively in the design discussion. Students are expected to fulfill the development schedule as developed by the team, and to make their work available in a timely manner that supports the overall team effort.

ADAPTS Information

Notify the instructor in the beginning of the course if you have any disabilities that might need special assistance or consideration. Georgia Tech offers accommodations to students with genuine and documented disabilities. If you need such accommodations, please make an appointment with the ADAPTS office. Verification of a disability may be obtained by contacting the ADAPTS-Disability Services Program, 404-894-2563.

<http://www.adapts.gatech.edu>

Honor Code:

Any material in a paper not composed by the author, or borrowed without attribution, will be considered plagiarized. Plagiarism is a serious offence and will be dealt with according to the GT Academic Honor Code. When in doubt, use quotation marks and cite sources. Sanctions for plagiarism can include receiving a failing grade in the course or, in serious cases, expulsion from the university.

Use of any previous semester course materials, such as tests, quizzes, homework, projects, and any other coursework, is prohibited in this course.

For any questions involving these or any other Academic Honor Code issues, please consult www.honor.gatech.edu.