Course title:	NON - LINEAR MULTIMEDIA PRODUCTIONS
Course code:	AAVC445
Type of course:	Art Elective
Level of course:	Bachelor
Year of study:	
Semester when the course is delivered:	
Prerequisites:	
Number of ECTS credits allocated :	6
Hours:	3
Name of lecturer(s):	
Learning outcomes of the course:	Upon completion of the course, students should be able:
	1. to develop an advance understanding of how changing technology, shifting social and political realities and talents have continually redefined what nonlinear productions means;
	2. to demonstrate ethical and technological issues found within a nonlinear production
	3. to examine the nonlinear practices, scopes and literacy;
	4. to generate concepts and ideas for a nonlinear production;
	5. to produce a research paper which will analyze the scopes and practices of a specific nonlinear production.
Course content:	- Convergence technology, Interactivity, social TV. Differences between linear and non linear productions. - From viewers to 'viewsers': the contemporary audience. Digital natives & Digital only (s). - Non linear story-telling, structure and organisation. - Multimedia story-telling, interactive techniques. - Internet TV - Web TV – Mobile TV: structure, evolution and future perspectives - Live streaming, content sharing techniques - microblogging, download and play, Video on demand and future perspectives. - Traditional Vs New viewing habits: Second screening, water-cooler effect, lean back-lean forward. - Copy write and ethical issues concerning non linear productions. - Supporting content for the web.
Recommended and/or required reading:	Maniou, Th. & Seitanidis, I. (2018). Television beyond Digitalisation: Economics, Competitiveness and Future Perspectives. *International Journal of Digital Television, 9* (2), 105-123. Doi: 10.1386/jdtv.9.2.105_1 Jenkins, H. (2006). *Convergence culture: Where old and new media collide*, New York: New York University Press Desjardins, D. (2015). *The Digital-Only Media Consumer: Key Findings from a Conversation with All-Digital Millennials*. Toronto: Canada Media Fund. Maniou, Th. & Eteokleous – Grigoriou, N. (2014). 'Television Vs Web 2.0 in the New Media Age: The effects of Information upon university students'. *Communication Studies*. 16 (1), 2-32.
References:	Schatz, R., Wagner, S., Egger, S. & Jordan, N. (2007). Mobile tv becomes social-integrating content with communications. In *Information Technology Interfaces, 2007. ITI 2007. 29th International Conference on* (pp. 263-270). IEEE. Rubin, N. (2009). Preserving digital public television: Not just an archive, but a new

	attitude to preserve public broadcasting. *Library Trends*, *57*(3), 393-412.
	Nadamoto, A. & Tanaka, K. (2005, November). Complementing your TV-viewing by web content automatically-transformed into TV-program-type content. In *Proceedings of the 13th annual ACM international conference on Multimedia* (pp. 41-50). ACM.
Planned learning activities and teaching methods:	Lectures and workshops together with class discussion will examine extensive techniques concerning non linear productions in different countries.
	Lecture notes and presentations are available through the web for students to use in combination with the textbooks
Assessment techniques and Assessments criteria:	• Mid-Term 30% • Research Video 40% • Final Assessment 30% **Assessment Criteria for the homework assignments are:** Research and Analytical Skills - 40% Conceptual understanding and analytical skills - 30% Presentation and Communication - 30%
Language of instruction:	English
Work placement(s):	None