

Course Title	NON - LINEAR MULTIMEDIA PRODUCTIONS				
Course Code	CVC420				
Course Type	Visual Communication Elective				
Level	Bachelor				
Year / Semester	Year 4 th / Semester 7 th or 8 th				
Teacher's Name	Panayiotis Charalambous, Nicolas Lambouris				
ECTS	6	Lectures / Studio / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to highly, present and provide an advance understanding of how nonlinear multimedia productions are designed. Students will be introduced in different kinds of productions concerning the Web and understand the practices, scopes and thinking behind these productions.				
Learning Outcomes	<p>Upon completion of the course, students should be able:</p> <ul style="list-style-type: none"> • to develop an advance understanding of how changing technology, shifting social and political realities and talents have continually redefined what nonlinear productions means; • to demonstrate ethical and technological issues found within a nonlinear production • to examine the nonlinear practices, scopes and literacy; • to generate concepts and ideas for a nonlinear production; • to produce a research paper which will analyze the scopes and practices of a specific nonlinear production. 				
Prerequisites	None		Corequisites		
Course Content	<ul style="list-style-type: none"> • Convergence technology, Interactivity, social TV. Differences between linear and nonlinear productions. • From viewers to 'viewers': 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 nonlinear productions. 				

	<ul style="list-style-type: none"> Supporting content for the web.
Teaching Methodology	<p>Lectures and workshops together with class discussion will examine extensive techniques concerning nonlinear productions in different countries.</p> <p>Lecture notes and presentations are available through the web for students to use in combination with the textbooks</p>
Bibliography	<p>Bibliographical References:</p> <ul style="list-style-type: none"> Jenkins, Henry. (2006). <i>Convergence culture: Where old and new media collide</i>, New York: New York University Press Desjardins, D. (2015). <i>The Digital-Only Media Consumer: Key Findings from a Conversation with All-Digital Millennials</i>. Toronto: Canada Media Fund. Maniou, Th. & N. Eteokleous - Grigoriou. (2014). 'Television Vs Web 2.0 in the New Media Age: The effects of Information upon university students'. <i>Communication Studies</i>. 16 (1), Ιούλιος: 2-32.
Assessment	<p>Overall the course is evaluated as follows:</p> <p>Final Assessment 34%</p> <ul style="list-style-type: none"> Design Intelligence 40%, Research and Methodology 20%, Experimentation and Analysis 20% Time management and Presentation 20% <p>Course work 66%*</p> <ul style="list-style-type: none"> Interim Critique 33% Final Critique 33% <ul style="list-style-type: none"> Mid-Term 30% Project 50% Class Participation 20% <p>Assessment Criteria for the homework assignments are:</p> <p>Research and Analytical Skills - 40%</p> <p>Conceptual understanding and analytical skills - 30%</p> <p>Presentation and Communication - 30%</p>
Language	English