

Innehåll och uttryck i Media (IUM) 2DM2577

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<http://www.csc.kth.se/utbildning/kth/kurser/DM2577/iumed08/>

1. Goals

The goal of the course is that engineering students in media technology should become aware and explore the relationship between technology, economy and social factors in the technical innovation and development process in order to develop an established media form. The course is given in project form in order to give similar conditions as in a working context, something which means that collaboration between students is in focus. After the course students should be able to:

- Analyse the relations between media technology, media content and processes of communication and target groups.
- Analyse, reconsider and further develop an established media form.
- Work out a media representation (Swe. Gestaltning).
- Participate in and manage a large scale media project; define project goals, organization and be responsible for the process.
- Collaborate and work in a goal oriented manner in groups where a set of different competencies and interests are represented.

The course is examined primarily by:

- Participation in course moments that are important for accomplishing the course – obligatory presence (75 %) during the start up part of the course.
- Oral and written presentations during the course.
- Different types of representations (mock-ups, prototypes, visualizations, scenarios, concept sketches etc).
- An extensive public presentation of the project at the end of the course. A written abstract of the project and its result.

2. Course content

This is a project course. This means that it both a project and a course. It is aimed for engineering students who are in the last semester on the master's program in Media Technology. The overall themes is "reengineering media" - in other words analyzing, reflecting on, reconsider and further develop an established media form. In this context, each year the course is given, the engineering students will work with a given theme. This year (Spring Semester 2008) the theme is "The television of the Future - new patterns for use and co-production" ("Framtidens TV - nya mönster för användning och samproduktion").

3. Theme

The theme of this year is: The television of the Future - new patterns for use and co-production" ("Framtidens TV - nya mönster för användning och samproduktion"). To provide a shared perspective on the course, to invited lecturers, students and persons that students come in contact as they are working with their projects, the theme is described with a short text where the key words have been italicized:

How can the different possible futures of the TV media be studied? The concept "Future" seem clearly defined and raises questions of trends and sustainability in technology and formats. But what we call "TV" today is changing. This become apparent when the classical channels for distributing media, broadcast, cable and satellite is joined by the web, P2P and mobile phones. There are also more players involved - the audience, the creators of content, organizations, public service, newspapers, communities, and commercial ventures in TV, film PR, media technology, production and finance. To get an overview of all the possible combinations this these is centered around the question of what TV can be used for, and what patterns for co-production that can support the different uses.

One of the most important tasks of the course is to participate in the phrasing of the themes of each project group. This is done during the discussion of the literature seminars and individually in the course until week 8. At that point all students will be given the opportunity to participate in the final phrasing of the themes which they can chose to work with. The theme chosen by a student determines which project group he or she will belong to during the rest of the course.

To assist the students to start thinking about different project themes as early as possible some templates for possible themes has be formulated:

”Patterns for [NN] Community TV Use and Production”

- for MM and/or the other groups (deliverables in English)
- guidelines (a pattern language) for glocal community production
- opportunities for cooperation with international universities
- focus on university students’ ongoing contributions to urban planning
- cumulative deliverables (year-by-year, univ-by-univ)

“Glocal TV in the service of Sustainable Cities”

- project group uses Öppna Kanalen to make a pilot
- choose whatever renewal project of Stockholm you like best

“TV critique of tomorrow”

- new formats for measuring media quality
- parallel an existing audience/user surveys (more or less fictitious)

“Viewers’ Award”

- inventory of existing awards and prize competition

- contribute to a design methodology for glocal TV

“Mediated presence”

- investigate peer-to-peer, group-to-group – mobile or IP

In the introduction to the course (available on Ping-Pong/Bilda) some trends are presented. There are also some questions based on the key words of the description of the theme. These can provide an inspiration to the formulation of new project theme.

4. Course format

The course is given on the last year of the masters program in engineering in Media Technology at KTH, the next course is the Masters Thesis ("Examensarbete"). The work format is intended to give similar conditions as in a working context for the student. The primary idea of the course is that the students will define their own project goals, organize their work and be responsible for their own learning. The purpose with the course is not that the students following the course should gain knowledge in a set of predefined and specific topics of a subject.

The course has two parts: a seven week introduction part is followed by a project part which lasts to the end of the semester. The introduction part takes place during the weeks 4 to 9, and all activities are carried out together with the other students. In the project part of the course the main activities are carried out within project groups consisting of 5-7 students. There are also three meetings that sum up the course. Two of these are group tutoring sessions. One meeting is an "intermediate critique" session where all students of the course are gathered to get feedback from invited experts. The project groups will also brief each other about the status of work process in the individual groups and to coordinate the final presentation. The course is concluded with an extensive public presentation (preliminary Thursday May 28th). The exact time and place will be decided when the course starts so that students can influence the decision.

5. Introduction part

Lectures and literature seminars

The goal is that all students after the introduction part will have a shared understanding and a common view of the area so that there is a common ground for the continued work. By discussing the topic (using the course literature and the guest lectures) different notions, ideas and suggestions will be closely examined. To arrive at a common view it is necessary that everyone participates in the introduction part of the course. The introduction part largely consists of a series of guest lectures. The guests come from the academia and the media industry. They will provide different views of the topic from different perspectives and entry points. During the series of guest lectures literature seminars will be interleaved where we will discuss the technological, economical and social aspects of this year's theme from the perspective given in the course literature.

6. Project part

Group tutoring - report meetings - coordination group

The second part of the course - the project part - largely consists of individual work within

the different project groups where two are group tutoring sessions to support the group. The project part has two report meeting with all students. The first meeting is an "intermediate critique" session where two invited experts provide constructive critique on the groups partially finished presentations. The second session with all students is a general rehearsal which takes place two days before the final presentation.

Additional guest lectures are also possible during the spring semester. Each project group needs a project manager. These will be involved in a coordination group which will meet regularly. During the course of the project there will be two group tutoring sessions. The members of the group are gathered together with the teachers to discuss the working process, the status of the project and ways to carry on the work.

The results of the project groups will be presented during a final joint presentation that the end of May. This will partially be an oral public presentation and a written report. Even though the groups will work individually there has to be some coordination of activities.

7. Examination

Individually and group-wise

There are not written exams. Each course participant will instead produce deliverables on an individual level and on group level (and of course work towards the joint presentation at the end of the course). Since this is a project course and the character of the task is open-ended it is hard to grade the final result. What the students are supposed to find cannot be specified in beforehand and in detail without limiting the possibilities to freely explore the aspect of the theme that are found to be most interesting. This is why not only the result (the goal) but also the process (the way the goals are achieved) will be examined. Some of the things that are listed below are aimed to clarify the work of the individual and the group for the teachers.

Each course participant should (as a part of examination):

- Write two short essays to be handed in at the start and at the end of the course.
- Based on course literature formulate and hand in a proposal for a short questions for the discussion on each and every of the three literature seminars.
- Attend at course moments that have the purpose to give an increased understanding for the theme of the course, the project task and its significance.

Each group should (as a part of the examination and for the purpose of grading):

- Write a project plan for what to do as a group; what is being investigated, how is this carried out, where to look, what to read and whom to talk to, when this done and what the aims are. The text should follow the template given by the teachers.
- Work out a media representation of the result (which can be used in the joint presentation). This can be a mock-up, a prototype, short movie, web page or visualization of visions and scenarios.

- Produce a chapter for the final report. In this chapter the group work and result is described. The text should comply to the typography template that is produced by the coordination group. The guidelines of the coordination group should be considered.
- Work out an oral presentation which will be part of the joint final public presentation. The guidelines of the coordination group should be considered.

The grades are Passed/Failed ("Godkânt/Underkânt") and are based on the individual presence, activity on lectures and seminars, and contribution to the ongoing work of the project group (see above) and the final examination in the form of book chapter and final presentation.

8. Course facts

Course code: 2DM2577

Points: 9 hp

ECTS: : 9

Level: D

Grade: U/G (Fail/Pass)

Language: Swedish and English

Obligatory for: MEDIA4

Given: period 3, 4

Lectures: 32h

Excercises: 14h

Other activities: 6h