

Module Code:	MCT490		
Module Title:	Citizen Media		
Module Tutor:	Daniel Meadows (Meadows@Cardiff.ac.uk)		
Semester:	Spring 2010	Credit Value:	10

Aims of The Module:

This is a practical module. It requires you to be creative. You will each make a Digital Story — a short, personal tale, a "multimedia sonnet" — produced to broadcast quality and output to disc. You will learn to work collaboratively, discovering and sharing skills of the new literacies, skills which enable citizens to do media for themselves rather than "be done" by it.

Learning Outcomes of The Module:

Knowledge and Understanding: from both the lectures and the workshops you will acquire knowledge and understanding of the importance and extent of Citizen Media practice; you will learn to embrace the "scrapbook aesthetic" and you will be able to make your own Digital Story.

Intellectual Skills: You will acquire knowledge of some of the thinking which has led to Citizen media experiments across the world. You will learn to think as a multimedia practitioner.

Discipline Specific Skills: You will acquire practical skills in the tools of multimedia production. You will also acquire some criteria for assessing the value of Citizen Media projects.

Transferable Skills: You will acquire the ability to originate a script for a personal story of 250 words; picture editing computer skills sufficient to produce and size still images for broadcast; audio/computer skills sufficient to produce sound recordings for a voice-over track; software skills sufficient to edit and produce a completed work of rich media. You will also be able to demonstrate some understanding of what it takes to facilitate others in the making of a Digital Story.

Methods of Teaching and Learning:

The number of students on this module is restricted to 20. In the lectures relevant production tools and the processes for using them will be discussed and demonstrated. The learning of practical skills is cumulative and, to assist in this process, the subject matter of the lectures is linked to the subject matter of the workshops. Each week you will attend one lecture and one practical workshop. (Note: the workshop numbers will be restricted to 10, so each week's workshop will be repeated.) Dedicated multimedia equipment will be provided. Away from the classroom you will be expected to gather your multimedia assets including images, prepare drafts of your script, work on building your output DVD and keep a reflective log of your progress.

There is a dedicated website for this module, see <http://www.photobus.co.uk>.

Assessment:

At or before midday on Friday 23rd April 2010 you will deliver two pieces of work: a reflective log (c/w lecture and tutorial notes) and the finished Digital Story presented on DVD.

There will be an interim assessment following the third lecture (Week 4 deadline Friday 19th February) when you will be required to hand in a finished script. This will not be marked but failure to meet this deadline will result in marks being deducted from your final total.

Methods of Assessment:				
Type	% Contribution	Title	Deadline	Running Time
Project Work	75%	DVD	Friday, 23 rd April 2010.	2-3 mins
Course Work	25%	Reflective Log	Friday, 23 rd April 2010.	N/A

Syllabus Content:

Lecture Schedule

Lectures take place in Bute rm.0.62 on Friday mornings 11-12.30 (length 1½ hours).

1. 29 January: Introduction to the module. Allocation of computers.
2. 5 February: Digital Storytelling, BBC *Capture Wales*. Story examples.
3. 12 February: Introduction to the multimedia computer.
4. 19 February: Demonstration of how to record and edit your voice-over.
5. 26 February: NO LECTURE TODAY (use the period 20 Feb—4 March to work in pairs recording and editing your voice-over, booking time in the ISDN radio studio if necessary).
6. 5 March: Demonstration of how to prepare photographs using image manipulation software.
7. 12 March: Demonstration [i.] of non-linear video editing.
8. 19 March: Demonstration [ii.] of non-linear video editing.

-- Easter break 20 March—11 April --

9. 16 April: Demonstration of making a DVD.

Workshop Schedule

You will divide into two groups for the workshops. This, principally, is to ensure that each of you has the exclusive use of a multimedia computer while you are learning how to use it. Group One meets in Bute rm. 0.62 on Friday afternoons 1.30-3.00. Group Two meets in Bute rm. 0.62 on Friday afternoons 3.15-4.45. The workshops are as follows:

1. 29 January: Story Circle.
2. 5 February: Story Circle.
3. 12 February: Story Readings.
4. 19 February: Voice-over recording and editing i.
5. 26 February: Voice-over recording and editing ii.
6. 5 March: Image capture and image sizing.
7. 12 March: Non-linear video editing i.
8. 19 March: Non-linear video editing ii.

-- Easter break 20 March—11 April --

9. 16 April: Making a presentation CD/DVD.

Recommended Reading List:

- Gillmor, D. 2004. *We the Media*. Sebastopol (CA): O'Reilly. (Bute Library PN4784.O6.G4)
- Illich, I. 1975. *Tools for Conviviality*. London: Fontana. (Bute Library HD6955.I5 and other libraries)
- Meadows, D. 2001. *The Bus: The Free Photographic Omnibus 1973-2001*. London: Harvill. (Bute Library PN4784.P5.M3)

TECHNICAL MANUAL

- Meadows, D. 2006. *How To Make Digital Stories using iMovie HD in Apple's iLife '06*. Tutorial notes. Download it from: http://www.photobus.co.uk/print/iMovieHD_06_tutorial.pdf

INTERNET

- Atchley, D. 1999. *Next Exit*, <http://www.nextexit.com/>. Click on the Digital Drive-in. On the left hand panel click on 'Next Exit Stories'. When you come to them, the best one to start with is *Home Movies*. But, with your speakers turned down, let it download first before you play it, otherwise the surprise of the story will be spoilt. You'll need QuickTime.
- BBC *Capture Wales*: <http://www.bbc.co.uk/wales/audiovideo/sites/galleries/pages/capturewales.shtml>.
- Center for Digital Storytelling, Berkeley, California: <http://www.storycenter.org/>.
- Meyer, P. 1991. *I Photograph to Remember*: <http://www.pedromeyer.com/ipod/version.html>
- *Media Storm*: <http://www.mediastorm.org/>.
- *Oh My News*: <http://english.ohmynews.com/>.
- The Trachtenburg Family Slideshow Players: <http://www.slideshowplayers.com/>.