COMM 3048 IMMERSIVE SCREEN TECHNOLOGIES

Credit Points 10

Legacy Code 102832

Coordinator Roger Dawkins (https://directory.westernsydney.edu.au/search/name/Roger Dawkins/)

Description New technology developments have facilitated the integration and design of immersive technologies to more fully engage audiences with narratives and brands. In this subject, students will study user engagement and visual effects theory and analyse the application of these theories and business models on innovative commercial and creative industries case studies. Students will be introduced to using immersive cross platform technologies and 360 filming. Students will develop a scoping and design template for their own project concept. The project proposal will outline the rationale, using visual design elements and compositing requirements, to build a multi-layered digital experience for a venue, project or brand.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate a range of immersive technologies and their uses in business and creative industries
2. Explain the rationale for, and the range of, business models evolving in the development of trans media content
3. Analyse current user experience and visual design theories applied to case studies
4. Interpret and apply pre-production strategies to the conceptualisation and development of techniques to develop an immersive project
5. Apply creative scoping and project management to the development of audio and video production projects
6. Create and publish media content for online platforms

Subject Content

1. Production design and strategies for audience engagement

2. Immersive Technology tools and formats (immersive, 360, animated, online interactive, transmedia)

3. Case studies of commercial and innovative project design

4. Practice-base workshop in 360 filming and basic compositing

5. Reflecting on practice and publishing to a personal web portfolio

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Practical	3 minutes	30	N	Individual
Applied Project	1000 words	30	N	Group
Summary	800 words and quizzes	30	N	Individual
Critical Review	250 words	10	N	Individual

Teaching Periods

Spring (2022)
Parramatta - Victoria Rd
Day
Subject Contact Roger Dawkins (https://directory.westernsydney.edu.au/search/name/Roger Dawkins/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3048_22-SPR_PS_D#subjects)

Spring (2023)
Parramatta - Victoria Rd
On-site
Subject Contact Roger Dawkins (https://directory.westernsydney.edu.au/search/name/Roger Dawkins/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM3048_23-SPR_PS_1#subjects)