Project Interactive Multimedia

code 400557

credits – effort(s) 6

period 6

lecturer prof. dr. A. Eliëns

aim To design and develop a moderately complex multimedia application, with both educational and game elements, as part of a communication strategy for some particular goal or issue of societal relevance.

content Each year a special theme will be selected around which the interactive multimedia application will be built, e.g. the climate issue or an interactive museum.

The course will cover one month of intensive full time work, of which the first two weeks will be devoted to learning elementary multimedia techniques, including interactive video, flex and actionscript, and the following two weeks to develop the application, formulate a business/communication plan, and set out a strategy for positioning a viral game or video. During the course there will be lectures dealing with media and communication theory, semiotics, as well as critical theory concerning the creative industry. Apart from theoretical lectures, there will be regular workshops and presentation sessions in which the students present their work and get feedback. The course will include sessions on the design and game aspects of interactive multimedia information systems. The end product will be shown in a public session, with a jury of among others members the CAMeRA institute.

mode of tuition lectures/practicum

literature online material

mode of assessment practicum assignment(s) and essay

target 1IMM, 1Inf (optional)

remarks For information, see www.cs.vu.nl/∼eliens/pim