PERVASIVE MEDIA II MODULE HANDBOOK 2018

Bristol School of Art and Design
University of the West of England
Module Code: UPCP45-30-2
Module Leader: Becca Rose Glowacki

image: Janet Cardiff, 2012

CONTENTS

This handbook contains all the basic information for the Pervasive Media 2 module, including week-by-week session topics, readings, assessment briefs, and assessment criteria. Additional material such as lecture materials, workshop hands-outs, code examples, further reading, and media references will be added to Blackboard each week. **We suggest you check Blackboard every week for updates.**

Sessions run in semester 2
Fridays, 10am – 4pm
Room 4S505

01	26 January	Place++
02	02 February	Micro-mapping
03	09 February	Urban play
04	16 February	Portfolio development
BB	**20 February**	**HAND IN: Portfolio of Prototypes (Blackboard submission)**
05	23 February	**Project Brief *SESSION AT ARNOLFINI, room** 4AF013*
06	02 March	Idea development
07	09 March	Concept Prototyping
08	**16 March**	**HAND IN: Proposal (in class presentations)**
09	23 March	Project development
Student Holiday		
10	13 April	Design Prototyping
11	20 April	Tutorials / User Testing
12	**27 April**	**HAND IN: Contextual Report (email document)**
13	04 May	Tutorials / Project development
14	11 May	Tutorials / Project development
BB	**15 May**	**HAND IN: Final project (Blackboard submission)**

MODULE OVERVIEW

Teaching staff
Becca Rose Glowacki becca.glowacki@uwe.ac.uk (Module Leader)
Matthew Wood matthew8.wood@uwe.ac.uk (Media Instructor)

What is Pervasive Media 2?
Pervasive Media 2 (PM2) builds on techniques and knowledge gained in *Pervasive Media 1*.
Through the module you will have the opportunity to develop your understanding of contemporary
mobile media systems, techniques, and practices in the newly established field of 'pervasive media'
– a media that connects mobile-media with people and place. This module locates those practices
from a creative, historical, and theoretical vantage point and the projects are designed to support
you in developing technical and analytical skills through making.

Timetable
Pervasive Media II runs Fridays 10:00-16:00, in the 2nd semester only. The contact hours for a
student on this module will be 72 hours of scheduled learning.

Teaching and Learning Methods
Pervasive Media II is taught through practical workshops including: lectures, seminars, tutorials,
field research, guest lectures, project supervision, practical classes and technical workshops. It will
build on concepts you explored in Pervasive Media I, and we also expect you to build on the skills
and knowledge you learned in year 1 (such as the camera skills and narrative construction from
Convergent Media and the ideas and theories from Media Archaeology and Media & Design
Contexts).

Sessions
Sessions are geared around the process of making, and we will use a number of design methods to
make media. At the end of the module you will be equipped with a design tool kit made up of
methods and processes that you can apply to other module on the programme and beyond.

Projects
You will develop concepts and put theories into practice through producing a series of media
projects. This will give you the opportunity to explore critical and creative possibilities of mobile
media., but we expect you to be rigorous in your testing user experience, interaction design, and the
pervasive role of mobile technology in the everyday..

Blackboard
Relevant materials will be made available on Blackboard (within the limits of what is permissible
under the terms of the university's Copyright Licensing Agency license). All reading will be
accessible through online sources and will be indicated clearly in this module handbook.

Research
Students are expected to pursue independent learning, including 228 hours engaged with essential
reading, case study preparation, assignment preparation and completion. You are encouraged to
make full use of the print and electronic resources available through systems such as UWE online.

Citing texts
When citing other peoples work in your blog, in presentations, or in any other written format you
should always used citations. Informally this should refer to the name of author, data work was
published and source. In formal work use Harvard style (see http://www.citethisforme.com).

Uploading to your blog
We do not want to overload the server. When uploading images to your blog do not use large images, as a rule resize media to 1000px wide. Do not upload film to the UWE server (unless it is part of you project, and you have informed staff). Instead you should upload films to sites such as vimeo or youtube and embed.

Group work
For the final project students will work in groups. **The module rule is that you must reply to a communication from a group member within 24hrs.** Hopefully your experience of collective work will be an enjoyable and productive one. If any issues arise, try to tackle these through dialogue within the group, but if necessary speak to your workshop tutor / module leader as soon as possible.

ASSESSMENT

Name of assignment	% of final grade	Date Due	How is it assessed?
Portfolio of prototypes	25%	Tuesday 20 February	Digital portfolio of prototypes (25%)
Pervasive Media project	75%	Friday 16 March	Proposal presentation (3%)
		Friday 27 April	Contextual report (18%)
		Tuesday 15 May	Evaluation (18%)
		Tuesday 15 May	Group Project (36%)

Referral (what happens if you fail)
If you fail the module as whole you will be referred for a second assessment in July. Further details of this process can be found on Blackboard.

Student wellbeing
Our main priority is that you are happy and healthy during your studies at UWE. If at any point you require further support please get in touch with your module or programme leader. Or, there is further information online about Study Support (http://www1.uwe.ac.uk/students/studysupport.aspx) and health and wellbeing (http://www1.uwe.ac.uk/students/healthandwellbeing.aspx)

Assignment 1: Digital portfolio of prototypes

The portfolio of individual prototypes is an opportunity for you to explore key themes of the module through making, and learn a number of technical skills that you may want to use in more detail later in the semester. The portfolio is made up of 4 prototypes (experimental media), and a set of postcards (a response to relevant literature).

1. Portfolio of prototypes	
Hand-in date	Tuesday 20 February 2018
Hand-in format	Final submission is a link to project blog posts with the category "portfolio of prototypes" on Blackboard
What is included in the portfolio?	□ Place++ □ Micro mapping □ Urban games □ Postcard texts
What to hand-in?	A total of 4 blog posts made up of:
	1 blog post entry for each of your prototypes. Blog posts must include: • Relevant process images (i.e. sketches, photos, video, or diagrams). • Contextual writing detailing what you did and why (300 words per post) • The final prototype (or a link to it)
	1 post that documents the postcards. This must include: • Documentation of the postcards • Writing that contextualizes the postcards. This should explain why you chose to represent the text in the way you did, and describe connections between the texts and your prototypes (600 words)
% of final grade	25%
Learning objectives	1. demonstrate a developed understanding of pervasive and locative media methods and practices 2. understand user experiences through prototyping and iterative development 3. demonstrate knowledge of critical concepts and debates around mobile web media. 4. use appropriate tools for mobile based media production
Assessment criteria	**Creative realisation (45%)** Innovation in media form and content, application of critical ideas through production, editorial judgment, and execution **Technical realisation (45%)** Technical competence and control in a range of digital software. **Research (10%)** Engagement with relevant theoretical and design resources, engagement with contemporary media contexts.

Assignment 2: Group pervasive media project

(Re)view Bristol
You are invited to design and produce a mobile app that encourages people to experience new perspectives of the city. Your media project should aim to either *de-* or *re-* familiarize people as they traverse. It will be a "re" viewing of a specific site through the medium of mobile technology. Your app must be able to be used in Bristol. The group project is an opportunity for you to focus on one of core themes from the module. You will create a live media project, developing your technical skills, and putting collaborative design process into practice.

More information about the brief will be provided in the sessions.

1. Group Project	
What you need to hand-in and when	**Friday 16 March** □ Proposal presentation (in class) **Friday 27 April** □ Contextual report (email to becca.glowacki@uwe.ac.uk) **Tuesday 15 May** □ Evaluation (blackboard submission) □ Final Group project (blackboard submission)
% of final grade	75%
Learning outcomes	1. demonstrate knowledge of critical concepts and debates around mobile web media. 2. use appropriate online tools for mobile based media production 3. demonstrate knowledge of pervasive media as a prism by which to understand broader issues in contemporary society 4. demonstrate familiarity with key concepts underlying the multi-modal character and necessity of media in contemporary life 5. demonstrate an exploratory, experimental and artistic approach to media production 6. use appropriate software or coding for mobile based media production 7. demonstrate the ability to select appropriate tools and coding environments to realise a concept
Assessment Criteria	**Creative realisation (25%)** Innovation in media form and content, application of critical ideas through production, editorial judgment, and execution **Technical realisation (25%)** Technical competence and control in a range of digital hardware and software, platforms and coding environments. **Research (25%)** Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources **Method (25%)** Engagement with individual and group production and research processes, management of time and resources, iterative development, prototyping, reflection on research and production processes and outcomes

Group work
We think it is crucial that you are marked on the work you produced (as part of a group), in exceptional circumstances, ask you to undertake a viva or a log for the group assignments where we have information that suggests students have not done an equal amount of work on the project. **If we deem it necessary we will award individuals different marks for a group project to ensure that you are marked fairly for the actual work you have done.**

SCHEDULE

	Date	Session	Preparation
	Unless otherwise stated ALL sessions run from 10am-4pm in 3S505, Frenchay		
1	26 Jan	**Place++** This session will start with an overview of the module, including aims, learning objectives, and outlines of the assessment. For the rest of the session we will explore concepts around augmented storytelling, and make a prototype film.	Read through this handbook and come prepared with any questions you have about the module
2	2 Feb	**Micro-mapping** In this session we will explore the history and context of mapping, and apply creative concepts to make your own mobile map.	1. Visit a site and document it with photos, drawings, diagrams (details will be given in class) 2. Make a postcard for: Jason Farman (2014) Site-specificity, Pervasive computing, and the reading interface
3	9 Feb	**Urban Games** In this session we will explore urban and real-world games, and the use of digital media in these. There will be an introduction to game mechanics and playable cities and you will make a micro game that requests user input.	Make a post card for: Roland Barthes (1967) The Death of the Author
4	16 Feb	**Portfolio development** In this session you will be supported in developing your portfolios	Make a post card for: Quentin Stevens (2007) Play and the Urban Realm
BB	20 Feb	**Hand-in Portfolio of prototypes (blackboard)**	
5	23 Feb	***THIS SESSION WILL BE AT ARNOLFINI ROOM AF4013*** **Group Project Brief** Part of this session will be a talk by Duncan Speakman. You will also be given a short field research activity. The second part will be an introduction to the brief, where you will be given a hand-out, and some initial starting points to explore. ***THIS SESSION WILL BE AT ARNOLFINI ROOM AF4013***	
6	2 March	**Idea Development** In this session we will explore ideas related to the group project.	Bring initial research into a place or people you are interested in working with or in, to be used for the "share-ette" activity.
7	9 March	**Concept Prototyping** In this session we will make a prototype and test your ideas.	Make a group "workbook", documenting initial group ideas.

	Date	Session	Preparation
8	16 March	**Proposal Presentations** In the first part of this session you will present your project prototypes in your groups. In the second part of the session you will map the technical steps needed to develop your project.	Prepare your proposal form to hand in with your presentation slides.
9	23 March	**Project development** In this session you will have feedback in the form of group tutorials and we will develop a detailed project plan to be used in the rest of the semester.	
Student holidays: 26 March 2018 – 6 April 2018			
10	13 April	**Design Prototyping** In this session we will expand on methods and processes of user testing, and develop prototypes for user testing	
11	20 April	**Individual tutorials / User-testing** Students will have opportunity to get feedback on their progress on the contextual report via an individual tutorial. There will also be the opportunity to develop your prototypes for user testing.	Bring an outline of your contextual report, and any associated notes
12	27 April	**Group feedback** In this session we will have informal feedback session, and there is also an opportunity to have technical support.	
13	4 May	**Group tutorials / Project development** In this session you will be supported in developing your final Pervasive Media projects.	
14	11 May	**Individual tutorials / Project development** In this session you will be supported in developing your final Pervasive Media projects.	Bring an outline of your evaluation, and any associated notes
BB	**15 May**	**Hand-in final project**	

LITERATURE

For session 2:
Jason Farman (2014) Site-specificity, Pervasive computing, and the reading interface in Jason Farman (ed.) *The mobile story: Narrative practices with Locative technologies*. London: Routledge.

For session 3:
Roland Barthes (1967) The Death of the Author, in Stephen Heath (editor). (1977) *Image Music Text*. London: Fontana

For session 4:
Quentin Stevens (2007) Play and the Urban Realm, in *The Ludic city: Exploring the potential of public spaces*. New York: Routledge.

Indicative reading for group project
Ubiquitous Games (pp. 233-281) in Böttger, M., Davidson, D., Kelley, H., Kücklich, J. (2007) *Space time play: Computer games, architecture and urbanism - the next level*. Edited by Friedrich von Borries, Steffen P. Walz, and Matthias Bottger. Basel: Birkhauser Verlag AG.

Böttger, M., Davidson, D., Kelley, H., Kücklich, J. (2007) *Space time play: Computer games, architecture and urbanism - the next level*. Edited by Friedrich von Borries, Steffen P. Walz, and Matthias Bottger. Basel: Birkhauser Verlag AG.

Farman, J. (2012) *The mobile interface of everyday life: Technology, embodiment, and culture*. New York: Taylor & Francis.

McCullough, M. (2004) *Digital ground: Architecture, pervasive computing, and environmental knowing*. Cambridge, MA: The MIT Press

O'Rourke, K. (2013) *Walking and mapping: Artists as cartographers*. Cambridge, MA: MIT Press.

Playful Mapping Collective, Wilmott, C., Perkins, C., Lammes, S., Hind, S., Gekker, A., Fraser, E. and Evans, D. (2016) *Playful Mapping in the Digital Age*. Amsterdam: Institute of Network Cultures.