IMMERSIVE MEDIA  
CULS5405  
Semester 2 2013/2014

Lecturer: Dr. Peichi Chung  
Time: Tues 6:45-9:30 PM

Email: peichichung@cuhk.edu.hk  
Venue: AIT G01

Office hours: Weds 2-4 pm or by appointment

Course Description:

The course aims at investigating the diverse possibilities of exploring the notion of immersive media from historical, cultural, aesthetic, social and technological points of view. The course begins with a historical overview on the evolution of new media from traditional form to the present form. It explores new possibilities of writing narratives in the new media settings. The course is divided into three parts: (1) theoretical concepts of immersion; (2) introduction of various new art forms and learning of softwares on post-production skills and (3) discussion of issues such as virtual geography, participative art and social engagement in cross-media platforms. From an idea of archeology of media, the course explores and redefines meaning and usage of converging media and examine whether it is aimed at art making or promotion of human life and social interaction in contemporary digital culture.

Course Objectives:

On successful completion of the course, you will be able to:

- Trace back a history of immersive media.
- Identify key characteristics of immersive media in its cultural and social aspects.
- Discuss the significance of immersive media in contemporary society.
- Understand current debates about the idea of immersion and participation in digital media.
- Learn the production skills of new media and produce student works (such as cellphone micro-cinema 手機微電影) with your semester term projects

Learning Activities: several lines of thoughts will be developed through the course such as:

- Immersive media and new media: definitions
- Media history and archeology
- Immersive media in the art forms of audio / text / images: a sense of synaesthesia
- Augmented Reality
- Data / Urban geography
- Web 2.0, civil engagement and participative art

Keywords: immersive media, remediation, archeology of media, participative art, transmedia, social media, web 2.0, etc.
Assignments and coursework:

- **Attendance 10%**: Your regular attendance to class meeting is fundamental to good learning outcome in this course.
- **Weekly participation and discussion 35%**: The discussion can be online or offline. The students are encouraged to use a particular form of social media to engage the online component of class discussion. We will create several virtual spaces by using social media such as second life to conduct collaborative learning experience about immersive media for this module.
- **In-Class Presentation 10%**: You will need to choose a topic (on a particular art form) and make a research presentation that is open to class discussion. This can be a preliminary research for your paper. The activity will take place between week 9 and week 11.
- **Small group final project 45%**: Topic will be required to be approved. Proposal will be due in class on week 8, February 25, 2014. Term papers are due in class in the last week on April 8, 2014

Tentative Weekly Schedule (To be finalized in the first week of the class)

**Week 1: Introduction to Immersive Media** (Jan 7)

**Week 2: History of Media and Media Art** (Jan 14)

**Week 3: Concept: Remediation** (Jan 21)

**Week 4: Concepts: Synaestheory & Transmedia Storytelling** (Jan 28)

**Week 5: No Class Meeting. Lunar New Year**

**Week 6: Art Form: Audio** (Feb 11)
Learning audio production software. Class meeting at the LKK media lab.

**Week 7: Art Form: Text (Feb 18)**


Learning textual editing software. Class meeting at the LKK media lab.

**Week 8: Art Form: Image (Feb 25)**


Learning visual editing software. Class meeting at the LKK media lab.

- Term project proposal due in class at 7:00pm.

**Week 9: Interactive Technology: Virtual Reality (March 4)**


In-class presentation activity begins.

**Week 9: Data and Digital Geography (March 11)**


In-class presentation activity continues.

**Week 10: Web 2.0, Participative Art and Social Engagement (March 18)**


- In-class presentation activity concludes.

**Week 11: Visit to Hong Kong FILMART** (March 25)

- Special session on micro cinema
  <http://www.hktdc.com/fair/hkfilmart-en/Hong-Kong-International-Film---TV-Mar ket--FILMART-.html>

**Week 12: Student presentations and review** (April 1)

**Week 13: Student presentations and review** (April 8)

Final projects due in class
Honesty in Academic Work: A Guide for Students and Teachers:

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. Students must submit their assignments via VeriGuide: http://www.cuhk.edu.hk/veriguide.

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

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