This course introduces the intellectual context in which digital design and innovation take place. The course provides an opportunity to immerse yourself in the dynamic and ever-changing, highly reflective world of digital media, and contribute with your own discoveries and insights. We encourage you to engage with video and online social media to develop your thinking during the course.

Lecture sessions and discussion forums cover topics that will enable you to discuss the impact of digital technology ranging from its immediate practical application to the long term redefinition of the creative professions. The development of a broad cultural, social, psychological and philosophical understanding of the nature and role of information, metaphor and interaction will also form an important component of the course.

Key texts by thinkers who have contributed new ideas and generated fresh debate about living and working with digital media will be studied, which will provide the basis for focused discussions about how creative digital practice is developing or could develop. Sessions will therefore canvas issues such as creativity, the role of play, technoromanticism, concepts of truth, typology, space, emotion, the body, the interactions between the senses, and emerging ideas about crowd sourcing, citizen journalism and digital activism. The course will also incorporate material on the practical, social, and cultural implications of digital media, and integrate the concerns of visual and aural cultures.

There is a media component to this course. In the ever-changing world of online media we are expected to present ourselves via text and image. The course will also help you develop skills in self presentation via online video.
**Learning Outcomes (LOs)**

On completion of this course, you will be able to

1. Contribute to critical theoretical and philosophical debates about digital media technologies, systems and devices
2. Use digital social media in its various forms to present and respond to discussion and debate about digital media
3. Write to a suitable standard, deploying the conventions of academic scholarship, including the appropriate use of evidence, sources and references

**Teaching Staff**

- Richard Coyne
- Jules Rawlinson
- John Lee
- Andrew Connor, Agnese Sile and Denitsa Petrova will also contribute.
- Jack Walker and Marcin Pietruszewski will assist with marking and feedback.
- Learning technologists: Alex Burford and Eli Appleby-Donald

**Weekly class topics**

See weekly class descriptions on LEARN left menu (via MyEd) for details about lecture content, with readings

- Introduction (21 Sep) Richard Coyne
- Play and Creativity (28 Sep) Richard Coyne
- Body and Emotion (5 Oct) Richard Coyne
- Voice and Text (12 Oct) Richard Coyne
- Digital Metaphors (19 Oct) Richard Coyne
- Music and sound (26 Oct) Jules Rawlinson
- Digital Society (2 Nov) Richard Coyne
- Artificial Intelligence (9 Nov) Richard Coyne and John Lee
- VR and Techno-utopias (16 Nov) Richard Coyne
- IT Ethics (23 Nov) Richard Coyne
- Audiences, Entertainment and Engagement (30 Nov) Richard Coyne

**Delivery**

The course delivers a programme of one-hour weekly content mostly provided online via video with a supporting programme of weekly two hour sessions involving content summary, group discussions and activities for which you need to undertake some preparation in the form of advanced reading and reflection using online media.

This course is available via attendance at the university and by distance. Weekly tasks for online students will mainly involve watching video material, reading, commenting on blog posts supplied by the course organiser and engaging in online discussions.

**Assessment**

There are 4 assessed submissions.

1. 300-500 word preparation for a case study and video interview questions to be submitted for feedback due Monday 9 October 2017 (week 4) (20%)
2. a recorded interview due Friday 15 December 2017 (45%)
3. 3000 word case study and write up of the interview submitted by week 14 due Friday 15
December 2017 (with submission 2) (25%)  
4. a weekly online quiz on the course content due before each lecture (10%).

We describe the tasks for assessment on the LEARN pages for this course. In summary, you will select an event, series of events or product from the news or academic literature (a case) and develop a series of questions to put to someone in a recorded interview. You will draw out their opinion or knowledge of the case in the interview. You will write up the case study and include comments from the interview. The weekly quiz will help you keep up with the course content and issues relevant to your case study.