



UNIVERSITI TEKNOLOGI MARA

CTA572: DIGITAL AND NEW MEDIA THEORY

Course Name (English)	DIGITAL AND NEW MEDIA THEORY APPROVED
Course Code	CTA572
MQF Credit	2
Course Description	Generally, this course will guide and expose students with the emergence of digital technology that submerge the new conception of media theory that being able to manipulate and created visual expansion in 21st century. Students will learn and understand the application and theory of new media that emphasize the aspect of digital, interactivity, virtual reality, hypertext and cyber revolution. Furthermore, students will comprehend the conception of internet technology, web-casting, new media with the exception of net-generation into the community being part of the cyber culture.
Transferable Skills	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Discussion
CLO	CLO1 Identify and relate the relation of digital, interactivity, virtual reality and technology world to society and world. CLO2 Explain and compare the significance of new media technology in today modern era toward our daily lifestyle. CLO3 Justify the emergence of digital technology whether for the betterment or the opposite for the sake of humanity and creativity and evaluate the materialization of cyber technology via globalization.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing & Introduction 1.1) Introduction to Multimedia and Interactive	
2. History of Media & Images 2.1) What is Media History? 2.2) Modern Media	
3. Internet Media 3.1) Web based email 3.2) Web browser & Search Engines	
4. Analogue to Digital Media Formalism 4.1) Electronic and Non Electronic Media 4.2) What is Digital Media?	
5. Digital Images 5.1) Cinemagraph 5.2) Types of Images	
6. DTV, Digital Cinema & iTV 6.1) Digital Television & Cinema 6.2) Interactive Television and Advantages	
7. Mobile Screen 7.1) Mobile Screen Evolution	
8. Digital Media Distribution 8.1) Mobile Journalism 8.2) Impact toward Industry	

9. Linear Interactive Media 9.1) The evolution of Internet
10. Digital Audio Media 10.1) History of Digital Audio 10.2) The Technologies
11. Games and Ludology 11.1) Narratology vs Ludology
12. 3D Rendering 12.1) History of 3D 12.2) Tools and Techniques of Rendering
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Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	30%	CLO1
	Assignment	Assignment 2	30%	CLO2
	Assignment	Final Assignment 3	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Tim Berners-Lee with Mark Fischetti 1999, <i>Weaving the Web</i>, HarperSanFrancisco San Francisco [ISBN: 0062515861] • Everett, A & Caldwell 2003, <i>Theories and Practices of Digitextuality</i>, Routledge Great Britain [ISBN: 041593996]
	Reference Book Resources	<ul style="list-style-type: none"> • Martin Lister 2009, <i>New Media</i>, Taylor & Francis [ISBN: 0415431603] • Mark Tribe, Reena Jana, Uta Grosenick 2006, <i>New Media Art</i>, Taschen America Llc [ISBN: 3-8228-30410] • Stephen Quinn 2012, <i>MoJo Mobile Journalism in The Asian Region</i>, Third Ed., Konrad-Adenauer-Stiftung Singapore • Andrew Dewdney, Peter Ride 2006, <i>The New Media Handbook</i>, Taylor & Francis [ISBN: 9780415307123] • Emiliano Gambaretto, <i>Proceedings of ACM SIGGRAPH 2014 Computer Graphics and Interactive Techniques Conference, Vancouver, Canada, 10-14.08.2014</i> [ISBN: 9781450329606]
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> • Book Lister, M., Dovey, J 2003, <i>New Media: A Critical Introduction</i>, Routledge, London • Book Cotton, B. & Oliver 1993, <i>Understanding Hypermedia: From Multimedia to Virtual Reality</i>, Phaidon, London 	