UNIVERSITI TEKNOLOGI MARA

CPM472: NEW MEDIA STUDIES

Course Name (English)	NEW MEDIA STUDIES `APPROVED`
Course Code	CPM472

MQF Credit	3

Course Description	This course explores fundamental concepts of new media as new tools to be implemented and use by the future generation. The subject is emphasize in exploring the evolution of digital media technologies. This is an interdisciplinary course that includes Photography as communication, Information Technologies and design. Students will use digital media technology throughout the course, providing them with practical experience with new media. Student will apply the art of new media design, by designing, planning and creating new media content.

Transferable Skills	Students will acquire skill in creating basic web site and Blog and use the media technology for social, religious, cultural and economic context.

Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation

CLO	
	CLO1 Explain fundamental concepts and theory in new (digital) media.
	CLO2 Describe the historical context of computer-based communication.
	CLO3 Acquire skill in creating basic web site and Blog and use the media technology for social, religious, cultural and economic context.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to New Media studies 1.1) What is New Media? 1.2) New Media and New Technologies
2. Introduction to New Media studies 2.1) Imagining Cyberspace 2.2) Computing machinery and intelligence 2.3) A conceptual frameworks
3. Network 3.1) What is network? 3.2) Network society
4. Network 4.1) Revolution, resistance and the launch of the web 4.2) Hypertexts and the laws of Media
5. Information 5.1) Information Science
6. Information 6.1) Information and Informative 6.2) Information Society and Critique
7. Principles of new media and interface 7.1) Cultural interface, Pervasive Interface and Urban informatics 7.2) Numerical Representation
8. Principles of new media and interface 8.1) Modularity 8.2) Automation

9. Principles of new media and interface 9.1) Variability 9.2) Transcoding
10. Design, activity and action 10.1) Using computers: a direction for design 10.2) Computer and powerful Ideas
11. Design, activity and action 11.1) Graphic Interface 11.2) Programming languages 11.3) Experiment in art and technology
12. Photography the communication and new media tools 12.1) Representation vs Communication 12.2) Technology and style In Photography for New Media
13. Photography the communication and new media tools 13.1) Digital Compositing 13.2) Image -Instruments
14. Final Presentation 14.1) Final project submission and presentation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Hologram Making	35%	CLO2
	Presentation	Presentation on how social media or new media can benefit to photographers	25%	CLO1

Reading List	Reference Book Resources	• Bonnie Pierce Lhotka 2013, *The Last Layer: New Method in Digital Printing for Photography, fine art, and mixed Media*, New riders.com Ed., Pearson Education USA • N. Katherine Hayles 2012, *How We Think, Digital Media and Contemporary Technogenesis*, The University of Chicago Press USA • James Paul Gee 2010, *New Digital Media and Learning as an Emerging Area and "worked Examples" as One Way Forward*, Massachusettes of Technology • Nicholas Gane & David Beer 2008, *New Media: The Key Concepts*, Bidles Ltd, King's Lynn UK • Lev Manovich 2002, *The Language of New Media*, Paperback Edition Ed., MIT Press
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	