



Name of subject	Interactive media
Entity running the module	The Faculty of Graphic Arts and Media Art, Department of Media Art
Entity for which the module has been prepared	
Module type	Basic module, compulsory module in the field of Media Art
Year of study/ semester; mode of attendance	Year 2, semester 3 First level full-time studies
ECTS credits	3
Module organizer	adiunkt I st., dr Maja Wolińska
Academic aims	Classes within the module: Interactive media constitute a part of training in the field of Media Art. The academic aim is to identify media phenomena in art with special emphasis on interactive non-linear narration. The module consists of a theoretical part focusing on the definition and context of interactivity in art as well as a practical part focusing on a project execution.
Module prerequisites	Successful completion of the module: Rudiments of interactive techniques, ability to use audio-video recording and editing tools, basic knowledge of Action Script or another programming language.
Learning outcomes with respect to:	
– knowledge	Students acquire basic knowledge of interactive media; they can define and interpret the notion of interaction in art and culture, they know the types and terminology of interaction, they understand the concept of non-linear narration, they know the basic interaction tools and media.
– skills	Students acquire basic skills in the area of interactive media in the design of interactive, non-linear audio-visual expression, interface, navigation and programming, image and sound editing, and preparation for the creation of their own original and conscious artistic expression. They can use diagrams describing the project.
– personal and social competence	Students acquire competences in the area of Media Art concerning the comprehension and critical evaluation of the specificity of interactive media in contemporary culture and art.
Module content	The theoretical part - short lectures and demonstrations: How to define interactivity? Short history of the concept of interactivity in art. Contemporary methods of interactivity - media, tools, key characters and artefacts. Non-linear narration - the differences between linear and non-linear narration, types, examples. The practical part: execution of a project based on non-linear narration: working with interactive video and sound, interface creating, navigation designing, presentation in a group, discussion in a group. Individual or team project.
Module form and number of module hours	45 hours/semester Lectures, individual or team projects, public presentation and analysis of the project, work in laboratories and field work, consultations and corrections, short presentations concerning selected elements of the module.
Assessment methods and criteria	30% task performance / active participation in classes / work-in-progress reviews / project execution 70% open work review - project presentation
Assessment type	Graded pass
Literature	<i>Sztuka Interaktywna, od dzieła – instrumentu do interaktywnego spektaklu</i> , Ryszard W. Kluszczyński, Wydawnictwa Akademicki i Profesjonalne, Warszawa 2010 <i>Cyfrowe życie</i> , Nicholas Negroponte Książka i Wiedza 1997 Warszawa, <i>Zrozumieć media. Przedłużenia człowieka</i> , Marshall McLuhan, Wydawnictwa NaukowoTechniczne, Warszawa 2004, <i>Gamescenes – Art in the Age of Videogames</i> . Matteo Bittanti & Domenico Quaranta, Johan & Levi Editore, October 2006. Ponadto: serwisy internetowe znanych festiwali sztuki mediów np. Ars Electronica, Transmediale, etc.
Notes	Access to audio/video/computer laboratory and recording equipment. Possibility of using alternative interactive technologies selected by the students.
Language of instruction	Polish language, it is possible to communicate in English too