

COURSE DESCRIPTION

1. GENERAL

SCHOOL	MUSIC AND AUDIOVISUAL ARTS		
DEPARTMENT	AUDIO AND VISUAL ARTS		
LEVEL	Undergraduate		
COURSE CODE	THE702	SEMESTER	7 th
COURSE TITLE	Multimedia Semiotics II		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lecture	3	5	
COURSE CATEGORY	Specific Background		
COURSE TYPE	Elective		
PREREQUISITES	(THE601), THE602		
LANGUAGE OF TEACHING and EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES (In English)		
URL	https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the702/		
ECLASS	https://e-class.ionio.gr/courses/DAVA162		

2. TEACHING RESULTS

Teaching Results
Creating and encoding meaning in computer environment. Deconstruction and understanding of content by the user. Interactive narrative analysis. Analysis of augmented reality systems and virtual environments. Relationship between audiovisual content and peripherals in the creation of meaning and data interpretation.
General Skills
<ul style="list-style-type: none"> • Seek, analyze and synthesize data • Autonomous work • Team work • Project design and management • Freedom of thought

3. CONTENT

The relationship between external images (from the environment and screen media such as television, film or computer-based media) and internal imagery (such as mental representations of objects, sensations, ideas and dreams) is analyzed. This relationship is responsible for the recognition and understanding of perceived images. In the second part of the course object of analysis are the interactive media with emphasis on entertainment and narrative videogames. Apart from audiovisual content, peripheral content, which contributes to meaning transmission and affects the interpretation process, also constitutes material for analysis.

1st Week: Course structure. Final assignment subject and methodology.

2nd Week: Homo Ludens: what is a "game" and what is "playing". Structural models in nonlinear environments. In-situ assignment 1.

3rd Week: History of videogames. Elements of interactive performance. Narrative and videogames. In-situ assignment 2.

4th Week: The rules of the game. Bluffing, cheating and the gamer culture. Dramatization and strategy. In-situ assignment 3.

5th Week: The player's psychology. Variations of the immersive experience. In-situ assignment 4.

6th Week: Space and Place. In-situ assignment 5.

7th Week: MMOGs. In-situ assignment 6.

8th Week: The issue of identity. Presentation of development in final assignment (part 1).

9th Week: The issue of gender. Presentation of development in final assignment (part 2).
 10th Week: User and creator. Presentation of development in final assignment (part 3).
 11th Week: Age and violence in videogames. Presentation of development in final assignment (part 4).
 12th Week: Interactive education systems. Presentation of development of final assignment (part 5).
 13th Week: Criticism of videogames. Presentation of development of final assignment (part 6).

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures																
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Enhanced by multimedia content. The learning process is supported by the asynchronous e-learning platform e-class.																
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Lab Lectures</td> <td>0</td> </tr> <tr> <td>Tutorial</td> <td>0</td> </tr> <tr> <td>Hands-on Lab</td> <td>0</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Independent Study</td> <td>56</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	39	Lab Lectures	0	Tutorial	0	Hands-on Lab	0	Practice and Preparation	30	Independent Study	56	Course Total (ECTS: 5)	125
Activity	Semester Workload																
Lectures	39																
Lab Lectures	0																
Tutorial	0																
Hands-on Lab	0																
Practice and Preparation	30																
Independent Study	56																
Course Total (ECTS: 5)	125																
EVALUATION OF STUDENTS	<p>Written examination paper.</p> <p>Final written assignment.</p> <p>Oral presentation of final written assignment.</p>																

5. BIBLIOGRAPHY

Arnheim, Rudolf. *Visual Thinking*, University of California Press, 1997.
 Zeki, Semir. *Inner Vision: An Exploration of Art and the Brain*, Oxford University Press, 2000.
 Material available on the e-class platform.