

Week 3: the language of cyberspace



Chris Caines Thumb Candy <http://chopyourownwood.com/thumbcandy/>

Lecturer: Dr Tatiana Pentes

key terms



*Cyberspace metaverse: data-sphere:
digital: convergent media: interactivity: interface:
world wide web: hypertext: hypermedia:
experience design: Surface design:
Interface design: Interaction design:
navigation: information architecture:
user: player: participant
Cultural software: technospace*

*Web design: interace design: navigation: graphics interface.
site hierarchy: bitmap/ vector graphics:
screen resolution*



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1. theory

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cultural software

lev manovich





Software Takes Command: Language of Cyberspace

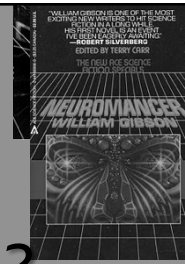
- Lev Manovich's concept of "Cultural Software"
 - Intangible global brands/ non-physical goods/services
 - *Search engines, recommendation systems, mapping applications, blog tools, auction tools, instant messaging clients, and, of course, platforms which allow others to write new software – Facebook, Windows, Unix, Android*



Conceptual Development

what is cyberspace?

The Metaphor of Cyberspace



what is cyberspace?
CYBERSPACE.....DATASPHERE....METAVERSE

"a consensual hallucination experienced daily by billions."

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future

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The Language of Cyberspace

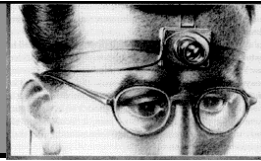
The Future of Communications

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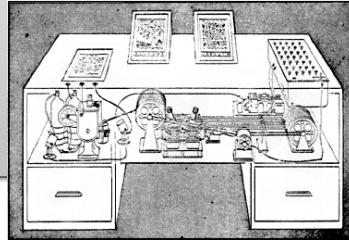
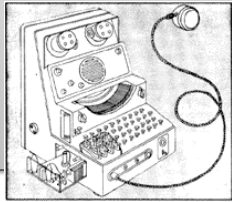
history

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■ VANNEVAR BUSH

- "The first application of hypertext was proposed by Vannevar Bush, US President Roosevelt's science advisor, who was concerned that post-war scientists made best use of the vast amount of research that had gone into the war effort. In his 1945 paper, *As We May Think*, Bush envisaged the *Memex*, a device which could create links between related topics in different research papers. [http://www.acmi.net.au/AIC/BUSH_BERRNIER.html]



11/10/10

BCM100 Communications & Computing

11

cyberspace



Neil Postman on Cyberspace

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assessment

assessment

Creative Brief

Assessment Item 3 : Individual website

Using Dreamweaver CS, design and mount an individual web site which addresses a photograph of your choice. Record and post a video commentary of no more than 2 minutes to YouTube & embed the link to the recording in your website.
(4-5 linked pages)

Due date: Week 7



assessment

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1. *The goal of the website is to interpret a photograph and draw out its meaning & possible perceptions*
2. *The audience is academic (research) in a study environment – techno-savvy*
3. *The platform is PC based web browser (Safari: Firefox: Internet Explorer)*



assessment

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4. *CONTENT : the project uses pre-existing content (the powerpoint assignment)*
5. *REPURPOSED content for a new interactive medium – assess the existing material and think through how this might be re-structured*





Conceptual Development
STRUCTURE & INTERPRETATION

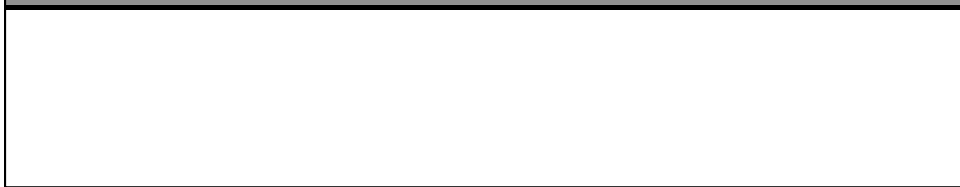
Case Study

Hannah Kilgore : *The Power of Photography*

<http://cts.hss.uts.edu.au/studentso8/mastermind/index.html>

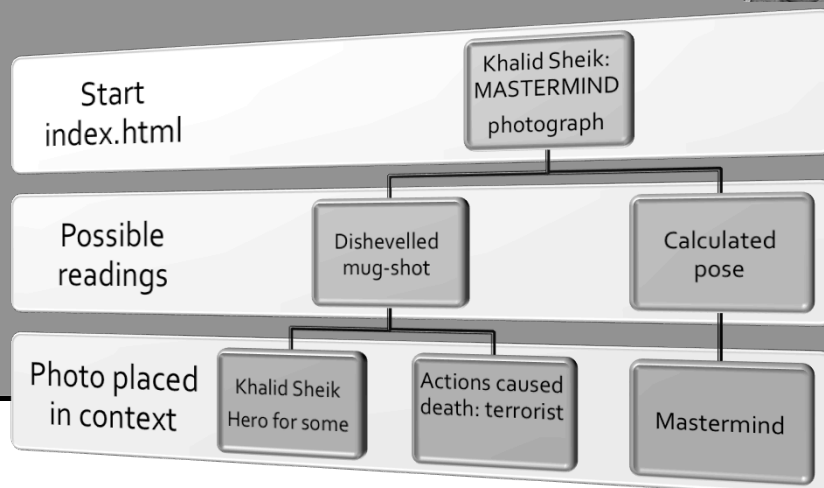
TOPIC:: Khalid Sheik: Mastermind of the 9/11 attacks

1. How is the information organised ?
2. What is the level of interactivity ?
3. Photograph placed in context
4. Will the audience be able to participate & comment?

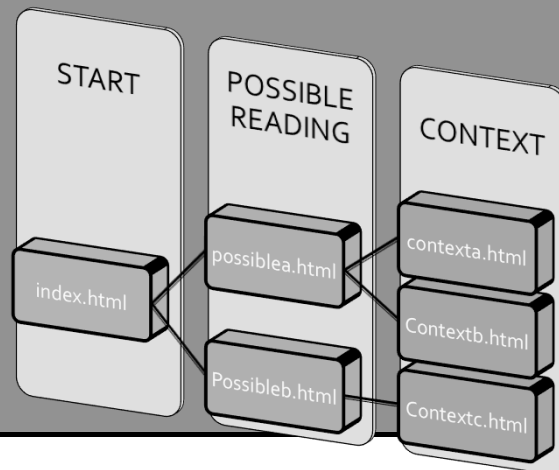


STRUCTURE & INTERPRETATION

Khalid Sheik: Mastermind of the 9/11 attacks



STRUCTURE & INTERPRETATION
INFORMATION ARCHITECTURE



STRUCTURE & INTERPRETATION
CREATING CONTENT : menu/navigation bar



Create a navigation menu

- *Develop a series of icons/ text that the user/player will associate with the topic*
- *Consider the placement on the screen surface where will the navigation bar be located on the page (top centre: right bottom: left: right) keep this consistent think about the meaning and utility of these use an apt metaphor if working with icons (!)*



STRUCTURE & INTERPRETATION
CREATING CONTENT : screen design



Create a series of designs to communicate your content

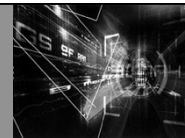
- *How will the screen be composed/assembled ?*
- *What font will you use for the text?*
- *Where will images on the page be placed ?*
- *Where will moving image/flash movies be placed ?*



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Individual website

Please refer to these concepts and start constructing your individual website in the computer labs



data: screen: interface



Chat with Fused Talons
AIM IM with Fused Talons 4/06/08 10:24 AM
Hi Tati..busy bee 😊

howdy stranger ❤️
Block Decline Accept

facebook Profile edit Friends Inbox
Search
Applications edit
Photos
Groups
Events
Marketplace
Vampires
Hug Me
more

Digital Image media examples (Shibuya 109 Crossing TOKYO)

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data :: interface

what is communication?

Definition:

Communication can be defined as the transfer of Information between entities resulting in a change of their cognitive behaviour.

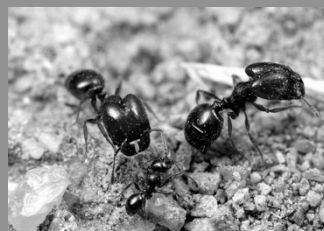


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virtual transformation of communication

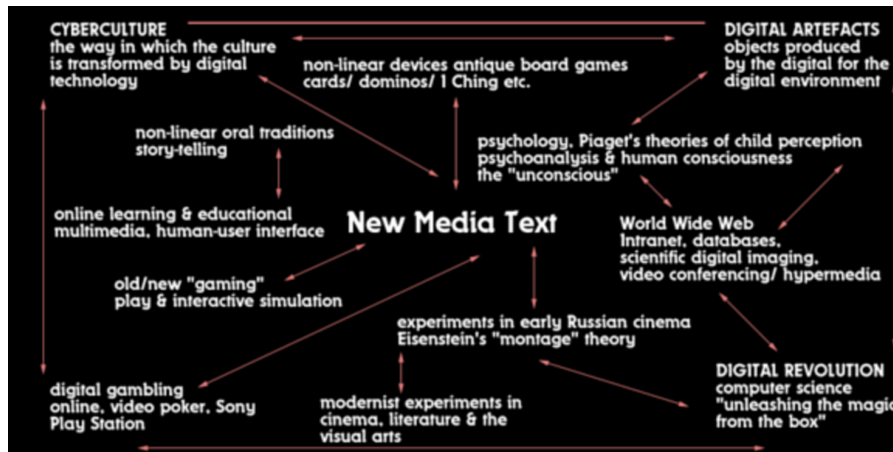
Definition:

Entities may be organic or non-organic, natural or artificial



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new media text



new media text



The Language of New Media

New media: convergent digital media

IMAGE: SOUND: TEXT

arrangements, composition, assemblages

interactivity & participation

Case study: LAMOUR mobile campaign

new media text



HYPertext::

that vast assemblage termed "meta-text" (George Landow)

"COLLAGE. 1 The act of gluing...2. Addition of glue. Collage of paper, of cloth...3. A man and woman who live together without being married"

In the application of a new gluestick, paper, & electronic pen (stylus)..... The analysis of structural models – that allow us to visualise the interactivity of our content/ material

new media text



Interaction & participation

...distinguishing feature of interactivity :

- we have spatial/temporal relationship to the material
- the 'responsiveness' of the material triggered by the user/player/participant (etc. other attributes discussed)
- Non-sequential/ non-linear movement through the hypertext/ hypermedia

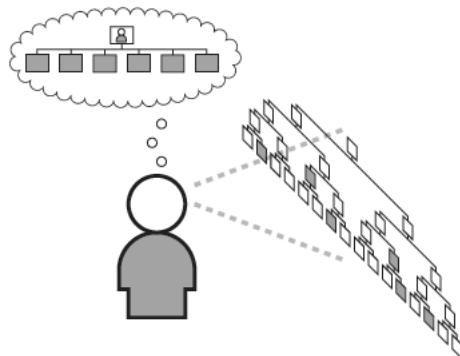
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experience design for the web

elements of user experience for web

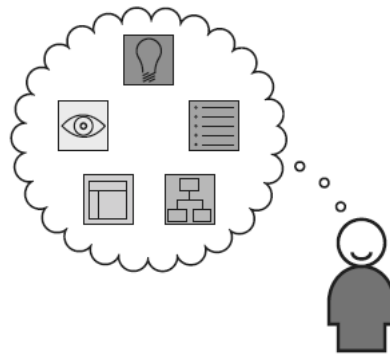
- Jesse James Garret guru of user centred design for the web








- JJG defines the elements 5 planes for of crafting user experience for web development
www.jjg.net/elements

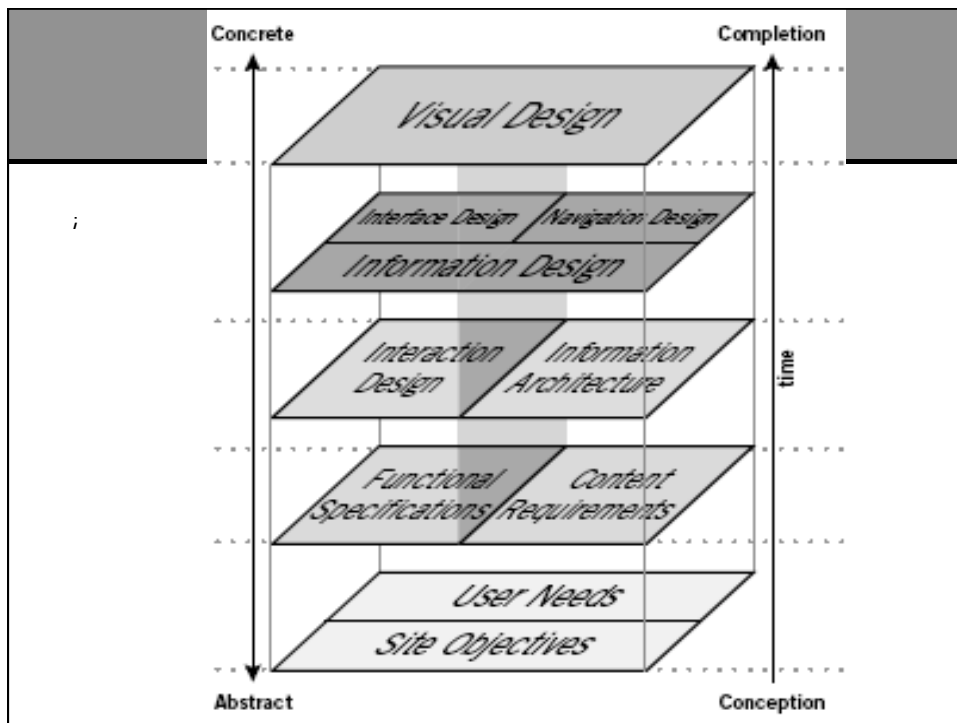
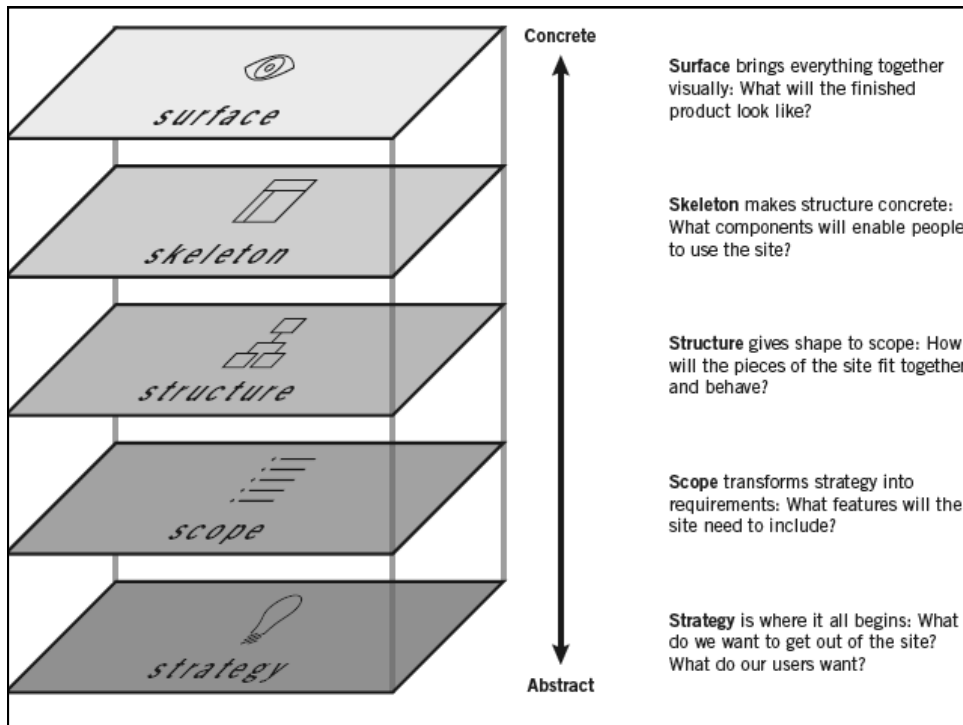
Five Elements of User Experience

- Jesse James Garret : The Five Planes for user experience
- The Surface Plane
- The Skeleton Plane
- The Structure Plane
- The Scope Plane
- The Strategy Plane
- Each plane is dependent on the plane below
- Alignment necessary so project doesn't derail !



five elements of user experience

- Jesse James Garret : The Five Planes for user experience
-  ▪ The Surface Plane
-  ▪ The Skeleton Plane
-  ▪ The Structure Plane
-  ▪ The Scope Plane
-  ▪ The Strategy Plane



planning a project



- Define your purpose
- Define your audience
- Review other websites
- Establish your theme
- Establish your style
- Put together a content list
- Identify your content sources
- Work out your structure



reviewing other websites



- Look for design ideas you can borrow or adapt
- Embrace conventions that help users understand how the website works and that help them to achieve their goals
- (World Wide Web Consortium)
- Look to change accepted practices that are inefficient or irritating through overuse

