INTRODUCTION TO DIGITAL CULTURE
SYLLABUS

Fall 2010
T,Th: 1:30-2:45
Instructors: Thanassis Rikakis, Jessica Mumford ; TA: Kimberly Headlee
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Mumford Office hours: Tuesday and Thursday 11-1 MC 218
Rikakis office hours: Tuesday 11-1 BY 395
Headlee office hours: Tuesday and Thursday 11-1 MC 218

(Syllabus and Class Schedule subject to adjustments)

SCHEDULE

Aug. 19th: Introduction to the class, Introduction to Digital Culture
  • The Digital Culture initiative
  • live learn create, communicate; their integration
  • technology influence and hybrid culture
  • the physical digital dimension of culture
  • distributions of cultural activities
  • a multidimensional representation of culture

Aug 24th: Introduction to Digital culture (completed)
Reading assignment due: James – Human Centered Multimedia
  • the singular-network dimension
  • the broadcast-network dimension
  • the product-process dimension
  • the make-consume dimension
  • the simple-complex dimension
  • a three dimensional summary
  • micro, meso, marco structures in culture
  • time and space in culture

Aug. 26th : Gesture game – Version1
Reading assignments due: Sawyer - Social Emergence: pages 5-9; Watts – Six Degrees: pages 244-250
• Play and discuss gesture game – Version 1

**August 31st: Social structure and culture**
*Assignment Due:* gesture game version 1 follow-up

• The micro-macro link
• Emergence in society
• Communication, symbols and ambiguity

**September 2nd: Creative practice in Digital Culture 1; product and process**
*Reading/browsing assignments due:*
  - [http://www.jasonfreeman.net/](http://www.jasonfreeman.net/): piano etudes, graph theory, flou, Shakespeare cuisinart
  - The making of the lord of the rings ([http://www.lordoftherings.net/legend/video/index.html](http://www.lordoftherings.net/legend/video/index.html)): Bringing Gollum to Life, Digital Horses, Minas Tirith, Sound Editing

• Product and process in Digital Culture
• Form and experience in the 21st century
• The gesture game and the key concepts of digital culture
• Make project groups

**Sep. 7th: PROJECT 1 – Gesture game - version 2**
• Play and discuss gesture game – Version 2
• Video capture, archiving and editing
• Pre-composition and reflection strategies in digital culture
• Form and experience in the 21st century

**Sep. 9th: Work Day**

• Groups working on Project 1

**Sep. 14th: Presentation Day**

• Present the group work and videos on Project 1

**Sep. 16th: Presentation Day**

• Present the group work and videos on Project 1

**Sep. 21st: Form and Experience in the 21st century**
*Reading due:* Bill Viola – Will there be condos in Data Space
*Reading/browsing assignments due:* [http://www.youtube.com/user/lifeinaday](http://www.youtube.com/user/lifeinaday)
http://www.flickr.com/explore/interesting/7days/

- Analog vs. Digital
- Portability and Ubiquitous technology –
- Wide availability of production/dissemination tools
- society and cultural gate keepers–
- collective, emergent forms
- the daily experience and “high art”
- utilitarian art

**September 23:** Searching and editing content (Guest Lecture: Hari Sundaram)

*Reading assignment due:* TBD

- Searching and editing content – manual, semi-automated, automated
- definition of content
- the fast growing data
- searching at the level of meaning

**Sep 28:** Gesture recognition; Sensing and Analysis

*Reading assignments due:* Durish- Where the action is, pages 17-19 and 108-109
*Reading/browsing assignments due:* Motione- how it was made: [http://ame.asu.edu/motione/gallery.html](http://ame.asu.edu/motione/gallery.html)

- Project 1 and the key concepts of digital culture
- Low cost sensing ((Guest Lecturer Isaac Wallis)
- Consumer to maker of technology

**Sep. 30** Interactive systems

- SMALLAB
- MAX/MSP gesture interaction

**Oct. 5th:** Interactive systems (continued)

- SMALLAB
- MAX/MSP gesture interaction

**Oct 7th:** Experiential media and embodied learning ; SMALLAB (Guest Lecture: David Birchfield)

*Reading assignment due:* TBD

**Oct 12th:** The hybrid experience; the dimensions of digital culture revisited

*Project 2 due:* (MAX/MSP assignment)
Oct 14th: Designing and Building hybrid (physical digital) products (Guest Lecture: Prasad Boradkar)

Oct 19th: Midterm QUIZ

Oct 21st: Hybrid Intelligence
  - Gesture game - version 3a, 3b, 3c

Oct 26th: Some basics info on physical computing (Guest Lecture: Assegid Kidane)
Reading assignment due: Buchanan – Why Do Complex Systems do Better Without Us; OR; Sin Cities – The Geometry of Crime
  - Gesture game version 3c completed
  - Basics of physical computing

Oct. 28th: Integrative mediated spaces and experiences
Reading assignments due: Sengers-Engineering Experience; Snoonian- Smart Buildings
  - Sensing, Modeling, and Feedback
  - “smart” buildings
  - Composing Experiences and the knowledge goal
  - the daily experience and “high art/design”
  - mixed reality rehabilitation

Nov. 2nd: Project 3
  - Working with Wearable Sensing and Software Analysis to Manipulate Feedback
  - Present and discuss project
  - Form groups

Nov. 4th: Project 3
  - Groups begin work on Project 3

Nov. 9th: Designing and Building hybrid (physical digital) spaces (Guest Lecture, David Newton)

Nov. 11th: Search and ranking algorithms; the gate keeper revisited (Guest lecture, Hari Sundaram)

Nov. 16th: Project 3
  - Meet with student groups to discuss progress
Nov. 18th: The long Tail and the Blockbuster in Digital Culture; IP in Digital Culture

Reading assignments due:
- Chris Anderson: the Long Tail (and if you want http://longtail.typepad.com/the_long_tail/)
- Malcom Gladwell review of Free by Chris Anderson (from the New Yorker)
- What does video game mean anyway; Steinberg (from CNN)

Nov 23rd: Principles and trends in digital culture

Reading assignments due: Page – The Difference: pages 180-185

- Collaborative achievement
- Diversity, creativity and innovation
- The dimensions of digital culture revisited
- Future trends
- Simple rules for the digital culture practitioner

Nov. 25th: THANKSGIVING: no school

Dec 30th: Presentations

- Presentations (first half of paper turned in with presentation)

Dec 2nd: Presentations

- Presentations (first half of paper turned in with presentation)

Dec 7th: Presentations

- Presentations (first half of paper turned in with presentation)

Finals Day:
- Add reflection to the project 3 paper as a group
- Each student gives individual reflection on project 3 as well (what you did and what you learned)

GRADING
Final project 25%
Final paper 15%
Project I 10%
Project II 10%
Mid term Quiz 20%
Readings and pop quizzes on readings 10%
Class participation 10%

READINGS
All readings are available through the class blackboard site or ASU Libraries with ASUrite ID

Open Lab Hours:
6:30-9:30 pm, Monday – Friday computer lab open for use, location TBA