Course Title	**Multimedia Productions**
Course Code	**MP327**
Course Type	Compulsory
Level	Bachelor
Year / Semester	
Teacher's Name	Dr. Sotirios Kotsopoulos

ECTS	6	Lectures / week	3	Laboratories / week	

Learning Outcomes	Upon completion of the course, students should be able:
	1. to develop an advance understanding of how changing technology, shifting social and political realities and talents have continually redefined what nonlinear productions means;
	2. to demonstrate ethical and technological issues found within a nonlinear production
	3. to examine the nonlinear practices, scopes and literacy;
	4. to generate concepts and ideas for a nonlinear production;
	5. to produce a research paper which will analyze the scopes and practices of a specific nonlinear production.

Prerequisites	-	Required	-

Course Content	- Convergence technology, Interactivity, social TV. Differences between linear and non linear productions. - From viewers to 'viewsers': the contemporary audience. Digital natives & Digital only (s). - Non linear story-telling, structure and organisation. - Multimedia story-telling, interactive techniques. - Internet TV - Web TV – Mobile TV: structure, evolution and future perspectives - Live streaming, content sharing techniques - microblogging, download and play, Video on demand and future perspectives. - Traditional Vs New viewing habits: Second screening, water-cooler effect, lean back-lean forward. - Copy write and ethical issues concerning non linear productions. - Supporting content for the web.

Teaching Methodology	Lectures and workshops together with class discussion will examine extensive techniques concerning non linear productions in different countries. Lecture notes and presentations are available through the web for students to use in combination with the textbooks
Bibliography	Maniou, Th. & Seitanidis, I. (2018). Television beyond Digitalisation: Economics, Competitiveness and Future Perspectives. International Journal of Digital Television, 9 (2), 105- 123. Doi: 10.1386/jdtv.9.2.105_1
	Jenkins, H. (2006). Convergence culture: Where old and new media collide, New York: New York University Press
	Desjardins, D. (2015). The Digital-Only Media Consumer: Key Findings from a Conversation with All-Digital Millennials. Toronto: Canada Media Fund. Maniou, Th. & Eteokleous
	Grigoriou, N. (2014). 'Television Vs Web 2.0 in the New Media Age: The effects of Information upon university students'. Communication Studies. 16 (1), 2-32.
Assessment	- Mid-Term 30% - Research Video 40% - Final Assessment 30% **Assessment Criteria for the homework assignments are:** Research and Analytical Skills - 40% Conceptual understanding and analytical skills - 30% Presentation and Communication - 30%
Language	English