Department of Arts,
Culture & Media

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Course pre-requisites:
21:085:332, 21:085:334,
21:085:335, 21:085:336, or
permission of instructor

This course is a B.F.A.
in Visual Arts with a
specialization in Graphic
Design Requirement.

Media taxonomy

collaborative:

INTRODUCTION

As this course focuses on the role of media or medium in design, let's begin by thinking about different kinds of media and what they offer. An important aspect is the notion of "affordance."

affordance
noun, (in Psychology) "A property of an object or an aspect of the environment, especially relating to its potential utility, which can be inferred from visual or other perceptual signals; (more generally) a quality or utility which is readily apparent or available." [Oxford English Dictionary}

Develop a taxonomy of media and technology according to their affordance. In your analysis, include:

+ definition of technology vs media

+ elements (i.e. moving image, audio, tactile…)

+ unique features (linear, non-linear, exploratory, generative, fixed interaction time,networked, intensity, triggers, duration…)

+ range of participation (passive, active, interactive)

+ linear and non-linear experience

To do this, work in small groups to map the taxonomy. Confer with one another over the course of the process, and develop a visual taxonomy system.