CG&FN[0] = Content, Media and Form in a Digital World

seth marinello, fall 2009

What is digital media*?

* I mean, other than just media that is digital.

Is this digital media?

What is media?

What is media?

(Let's take the wig down off the shelf)

Media is the means by which content is communicated or expressed

The material or physical *form* used by an artist.

Let is try and tear this down.

Media

The media is the delivery mechanism for content

Content

Content is the ideas, information and experience

Form

Form is the shape and structure of the content

Old world underground,
I never knew you

but i've seen your face
in **<traditional media>**

Classically literature is conveyed in the form of a book.

* The narrative is the **content**
* The physical book is the **media** through which the content is expressed
* The concept of the literary novel is the **form**

While literature can be presented in digital media, the novel is not *native* to digital media.

Historically **media** is tied to **form**, but digital media requires a **separation** in thinking because it can model so many kinds of past media. The computer is a form of **universal media**

The ability to house content does not make that content **native to the media**

Scanning a book and calling it digital media is like filming a play and calling it a movie.

Traditional forms *(film, literature, painting etc)* **can be enhanced by digital processes, but ultimately the form is not connected to the media**

Native digital content can only be delivered via digital media.

Analog media provides a static, often linear **experience** to the user.

A digital film is still watched like an analog film.

The challenge of digital media is to find **new forms** through which to structure information.

True digital content is still forming, we have the tools and the media but are not yet sure what *limits* there are to digital content.

Unlike books or film, the media is dramatically changing every year.

What properties are native to digital media?

agency?
procedural content?
interactivity?
the ability to mix media?

Are these properties unique?

I encourage you to look at what *your* media is capable of, and create something truly new

Afterword

Additional Info:

Tools for Thought: http://www.rheingold.com/texts/tft/1.html

Hamlet on the Holodeck: http://www.amazon.ca/Hamlet-Holodeck-Future-Narrative-Cyberspace/dp/0262631873

The Shape of Content: http://www.amazon.com/Shape-Content-Charles-Norton-Lectures/dp/0674805704

Understanding Media: http://en.wikipedia.org/wiki/Understanding_Media:_The_Extensions_of_Man