

# PODIGPUB#1a

## INTRODUCTION

/ How did we get here?

//// Hybridisation and transmedia

// Establishing the post-digital discourse

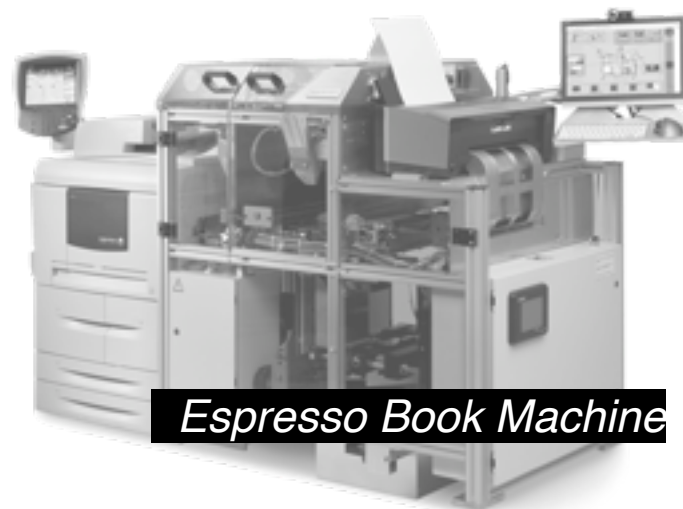
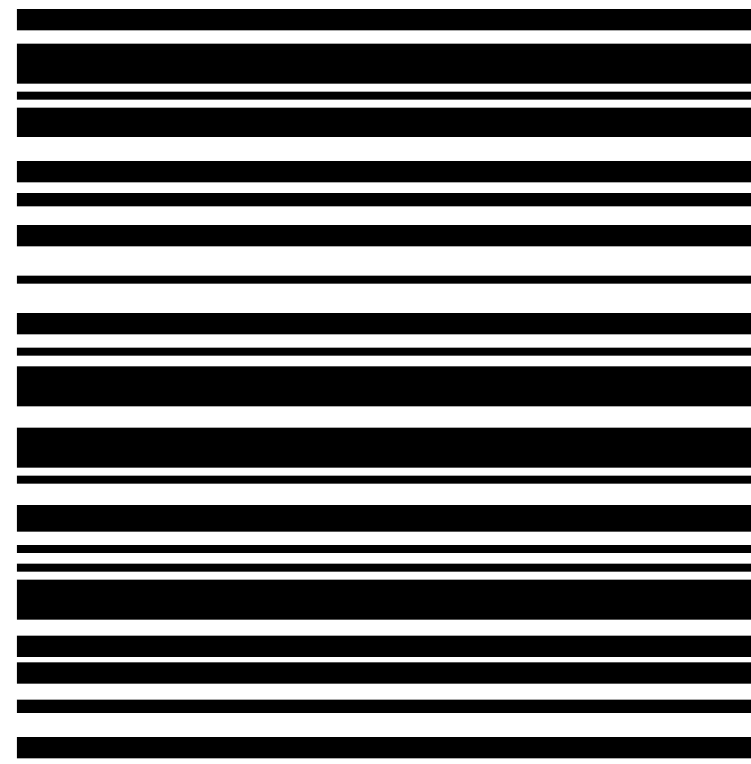
//// The post-digital audience; publication as a node

/// Process, product and craft in the post-digital

Post-Digital Publishing aims to enable students to develop awareness of a range of practices and debates concerned with the role of publishing in a post-digital environment. Focusing on publishing in its broadest sense in relation to photography, lens-based, and time-based narrative works, students will explore publishing opportunities within their own practice. This class includes a series of discussions that explore the debates, questions and practices related to the role of craft in post-digital print, hypertext structures and their impact on narrative possibilities, and the importance of context and audience in determining meaning and engagement. A range of workshops, tutorials and formative feedback sessions will facilitate the production of a publication by students that is technically, aesthetically and conceptually resonant with the work it is designed to present.

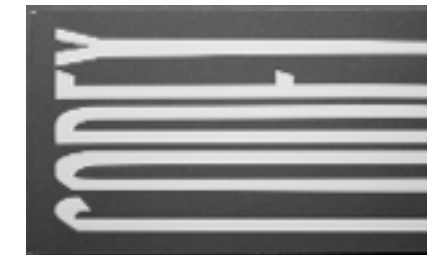
You are asked to produce a publication\* which aids the dissemination, recognition and impact of your work in relation to your chosen audience. Attention should be paid not only to the publication medium but also to the way in which your work inhabits and informs this medium - such as sequencing, editing, design and materiality.

Alongside your publication you must produce a 500 word critical rationale on the place of your chosen publication in a post-digital context. This rationale should contextualise your publication within the work, themes and ideas presented in the lecture series as well as those you have encountered through research.



Espresso Book Machine

Some background reading - we will return specifically to some of these works and many others will be added in through the class.



Di Bello, P., Wilson, C. and Shamoon, Z. (2012) *The Photobook*. London: I.B. Tauris.



Hayles, K. (2012) *How We Think*. Chicago: The University of Chicago Press.



Landow, G. (1992) *Hypertext*. Baltimore: John Hopkins University Press.



Johnston, M. (ed). (2015) *PO.DIG.PUB*. Coventry: Matt Johnston



Ludovico, A. (2012) *Post-Digital Print*. Eindhoven: Onomatopoe.



Aldred, D. Waeckerle, E. (2015) *Code-X: Paper, Ink, Pixel and Screen*. Farnham: bookRoom Press