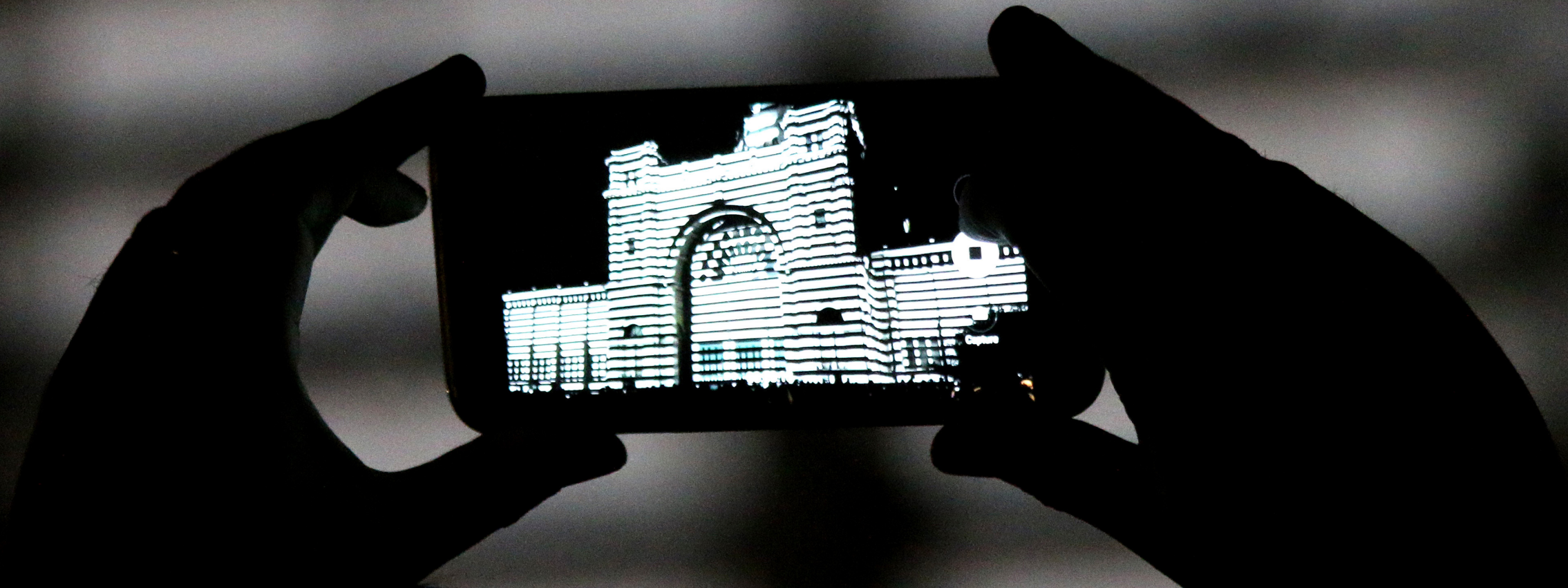


towards a new media literacy

resisting the city as a 404 page

Mitch Goodwin BACA, BA Hons, PhD
Faculty of Arts, University of Melbourne

#Error404 | @oldmateo



“This phenomenon of duplication is, of course, a characteristic of the entire plethora of things and processes as they become subject matter of algorithmic treatment ... In effect, the algorithmic revolution makes things and processes disappear from their existence as perceivable by our senses.”

Frieder Nake (216) Keynote - xCoAx16, Bergamo, Italy



Part #01 :: The Informational Context




**MEDIAARCHITECTURE
CONFERENCE**
SEPT 11-12th 2007
CENTRAL SAINT MARTINS
INNOVATION
LONDON





"With certain exceptions (such as sunrises), being informed generally involves linguistically encoded meanings, at appropriate levels of abstraction, all made intelligible by frames of knowledge. Without these, transmissions that are meaningless or false may too easily be (mis)taken for information."

McCullough, 2013, *The Ambient Commons*, p.36









Part #02 :: Cultural Context



△



“Cities become hardware/software platforms organized by physical and virtual interfaces, and strange new political subjects (some not even human) gain unforeseen sovereignties as the users of those interfaces.”

(Bratton, 2016, *The Stack*)



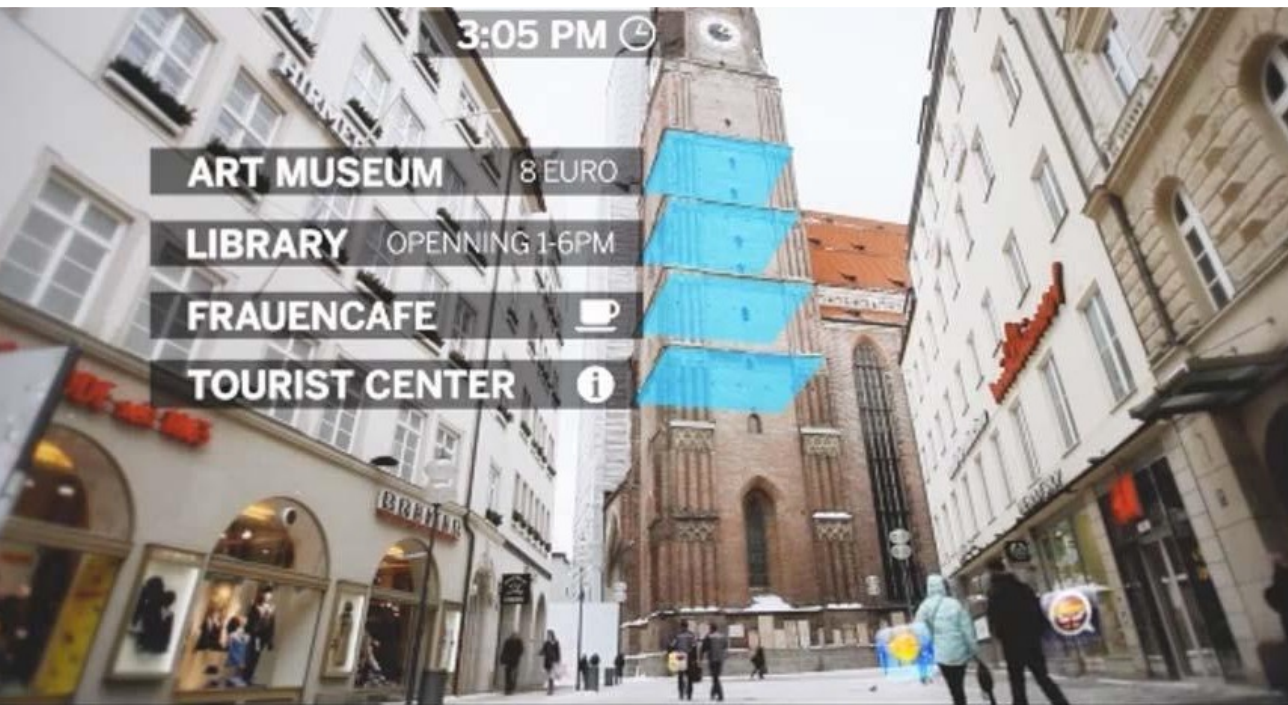








Part #03 :: Beyond the Surface
















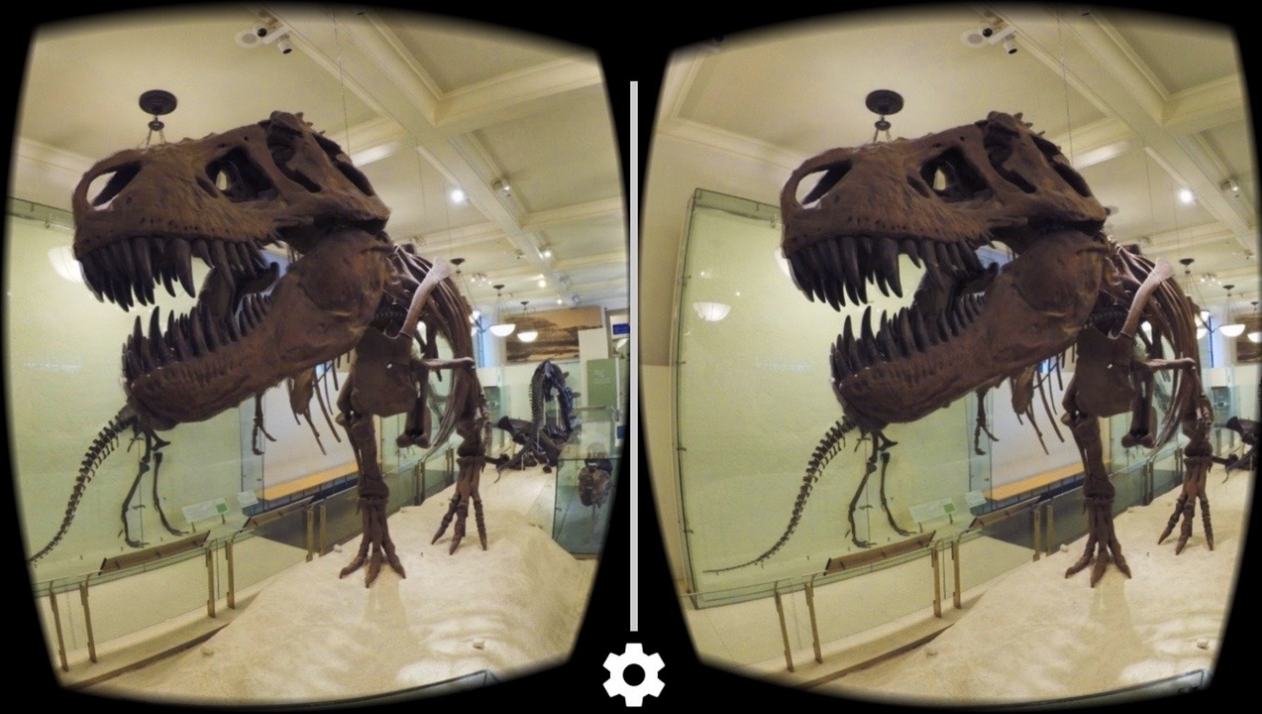


“Images as digital images are not visible... The image in postmodern times, in times of algorithms and computations exist in a double mode. I usually call it, algorithmic sign... We can deal with it as a digital image only if we consider it to be a pair of a visible surface and a manipulated sub-face. The surface is analogue, the sub-face is digital.”

Frieder Nake (216) Keynote - xCoAx16, Bergamo, Italy







 A map of Australia showing several yellow location markers. A popup window is open over a marker near Portland, Victoria. The popup contains the following information:

Mt Eccles	
Details	Full details...
Site Name	Mt Eccles
Date Start	1 Jul 1847
Date End	31 Jul 1847
Attack Time	
Aboriginal People Killed	30
Colonists Killed	0
Nation or Clan	unknown

[Zoom to](#)

Three Models of Digital Literacy

Universal Literacy



A familiarity with using basic digital tools such as office productivity software, image manipulation, cloud-based apps and content, and web content authoring tools.

Creative Literacy



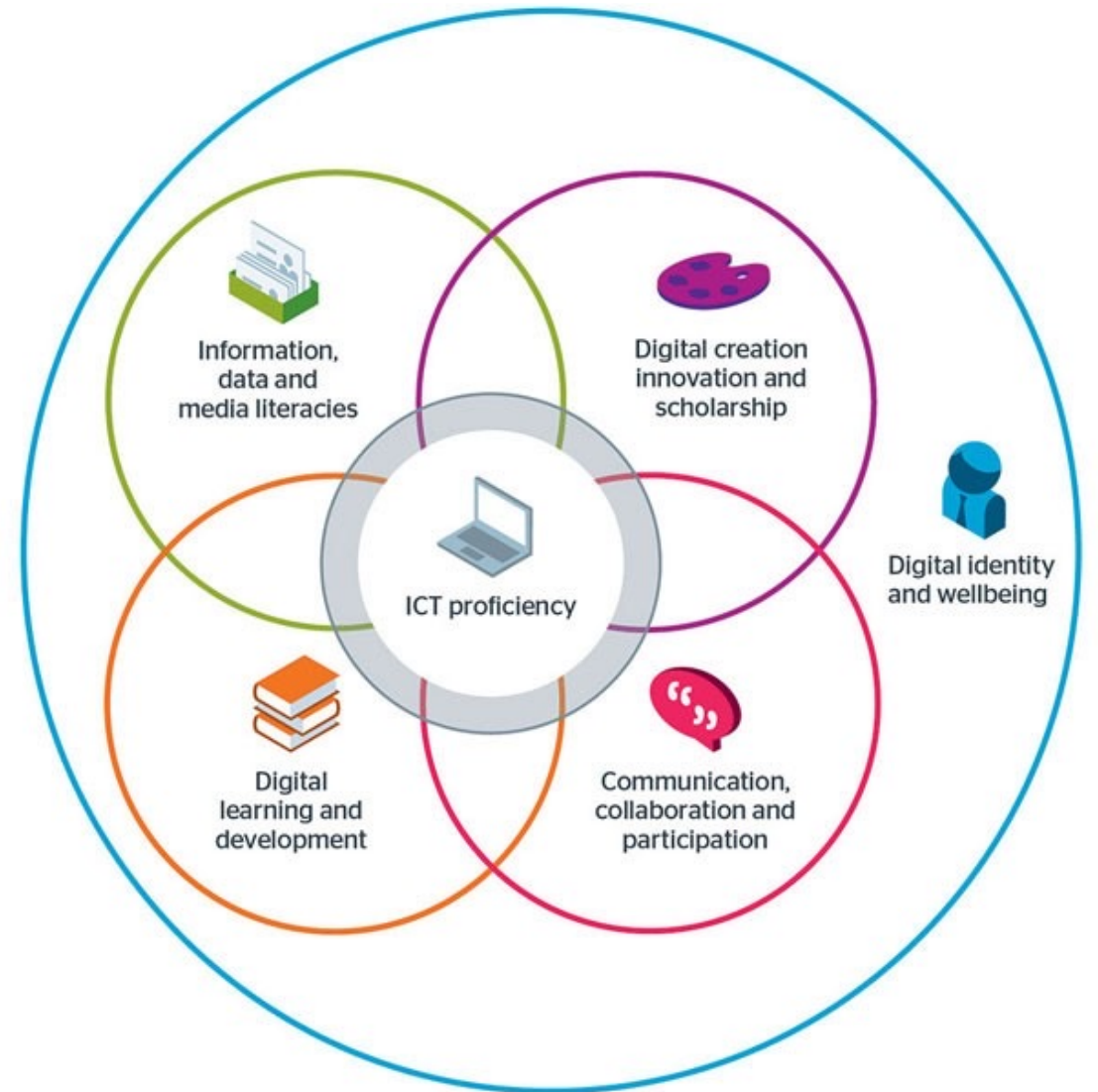
Includes all aspects of universal literacy and adds more challenging technical skills that lead to the production of richer content, including video editing, audio creation and editing, animation, an understanding of computational device hardware, and programming — along with digital citizenship and copyright knowledge.

Literacy Across Disciplines



Diffused throughout different classes in appropriate ways that are unique to each learning context, e.g. sociology courses can teach interpersonal actions online, such as the ethics and politics of social network interaction, while psychology and business classes can focus on computer-mediated human interaction.

NMC (2016) Improving Digital Literacy (nmc.org)



JISC (2016) Digital Literacy (jisc.ac.uk)

- 
- A person wearing a dark cap with the word 'REED' on it is looking down at a smartphone. The background is dark and out of focus.
- How are we inserting media literacy – the production of media – into forms of digital scholarship?
 - How are our higher education systems teaching data research and data literacy?
 - How are we preparing students to be entrepreneurial and sophisticated users, developers and critics of media environments?
 - What are the new communication design methodologies appropriate as a base line for graduates?
 - What is happening with our assessment design and how does this look against an evolving work place?
 - How do students interface with industry and community to bring to bear critical thinking skills, ethical approaches to data and notions of equality and civil responsibility for an intensely mediated future?



text & street photography | mitch goodwin | mitch.art | @oldmateo | #Error404