

**Topic :**

The re-appropriation of content from one medium to another; and subsequently, the way that such a shift can influence perception or understanding.

**Aims :**

- to observe the way people interact with information and the medium itself
- to see the possibility of innovative way to deliver information

**Research topics :**

- how people interact with information on different mediums (e.g. signs, symbols, text, etc.)
- human perception --> what's important is how we send the message
- innovative way to deliver information
- why people choose certain medium(s) to perform certain task(s)
- testing the effectiveness of various medium(s)
  - > e.g. numbering 5 mediums in order of effectiveness in performing a task
- the way in which 'text' and / or 'image' is used to deliver a particular piece of information / message

**To do list :**

- Think of research methods (something like 'game for designers', fun aspect)
- define the audience
- define the mediums
- define the environments
- what materials we need to produce a medium

**Readings to do:**

- Marshall McLuhan
  - > 'Medium is the Message' (What's important is the medium, not the content)
  - > 'Medium is the Massage' (Medium massage our brain and shape us)
- Raymond Williams - 'On Television'? (About re-appropriation of content in different medium. Eg. Story being told in the movie is different from what's on the novel.)