



**UNSW**  
SYDNEY

Australia's  
Global  
University



# MDIA2011

Media Design for Change

Term One // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Valentina Baú	v.bau@unsw.edu.au	Wednesdays, 3PM-4PM	Webster 311D	02 9385 8974

### School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## **Course Details**

### **Credit Points 6**

### **Summary of the Course**

*Subject Area: Media*

In this course, you will develop specialist knowledge on the use of the media for international development work. Through the design of a media project targeting issues that affect the lives of people in some of the most disadvantaged areas of the world, you will learn how to create media strategies that promote positive behaviour and social change, and which can ultimately transform people's lives. While there is an emphasis today on the use of social media and innovative technologies to advocate change, in this course we are reminded that communication channels vary on the basis of a country's economic and social context; moreover, differences in ethnic background, language, gender, level of literacy and urban to rural settings are crucial variables when we look at development contexts. Through this course, you will work towards a creative use of both new and traditional media platforms to achieve change.

### **Course Learning Outcomes**

1. Discuss approaches to media in international development work and explain relevant theoretical and conceptual frameworks for development and social change.
2. Evaluate the role of the media and media practice in developing contexts.
3. Design a research plan for the production of culturally relevant media content in developing contexts.
4. Conduct independent and collaborative research and communicate complex ideas to a range of audiences using written and audio-visual communication.

### **Teaching Strategies**

This course will present theoretical and conceptual approaches to the field of media for development and media development; at the same time, it will offer the opportunity to put into the practice the knowledge acquired through the strategic design of a media project. While lectures will focus on connecting theories and approaches to a number of different practical examples that include the work of some of the main non-governmental organisations and international agencies operating in developing areas of the world, the seminars will see students working towards their own media project design.

# Assessment

## Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Literature review	30%	15/03/2019 06:00 PM	1,2
Media Project Plan	50%	20/04/2019 12:00 PM	2,3
Media Project Plan Presentation	20%	Tutorials Week 10	3,4

## Assessment Details

### Assessment 1: Literature review

**Start date:** Not Applicable

**Length:** 1500 words

**Details:** 1500 words. This is the first assessment task. Feedback will be provided in written form, through a qualitative rubric and numerical grade.

#### Additional details:

Please use Harvard Referencing Style for all assessments. A quick guide to the use of this style can be found here:

<https://www.dit.ie/media/library/documents/DIT%20Library%20Harvard%20Quick%20Guide.pdf>

A summary of the assessment and useful resources for this course can also be found in the Assessment document on Moodle.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### Assessment 2: Media Project Plan

**Start date:** Not Applicable

**Length:** 2000 words

**Details:** Working in groups of 4-5 each individual student will contribute a 2000-word section to a 8,000-10,000 word (depending on group size) Media Project Plan. You will be marked on your individual 2,000 word contribution. Feedback will be provided in written form, through a qualitative rubric and numerical grade.

#### Additional details:

Please use Harvard Referencing Style for all assessments. A quick guide to the use of this style can be found here:

<https://www.dit.ie/media/library/documents/DIT%20Library%20Harvard%20Quick%20Guide.pdf>

A summary of the assessment and useful resources for this course can also be found in the Assessment document on Moodle.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### **Assessment 3: Media Project Plan Presentation**

**Start date:** Not Applicable

**Length:** 8-10 minute group presentation

**Details:** Working in groups of 4-5, students give an 8 to 10 minute presentation on their Media Project plan. The mark will be a group mark. Feedback will be provided in written form and numerical grade. This is the final assessment task for attendance purposes.

**Turnitin setting:** This is not a Turnitin assignment

## Attendance Requirements

In tutorials you will actively engage with core course content that will help you to attain CLO 2 and 3.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 18 February - 24 February		PLEASE SEE FULL SCHEDULE OF THE COURSE ON MOODLE

## **Resources**

### **Prescribed Resources**

Please view the Assessment document on Moodle.

### **Recommended Resources**

### **Course Evaluation and Development**

Informal feedback on the course will be sought through an in-class questionnaire during the course of the semester.

For final course evaluation, students will receive a link to the MyExperience survey towards the end of the semester.

## **Submission of Assessment Tasks**

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### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>



## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **Image Credit**

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## **CRICOS**

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