



UNSW
SYDNEY

Australia's
Global
University



MDIA1000

Working with Time, Space and Experience

Term Three // 2019

Course Overview

Staff Contact Details

Convenors

| Name | Email | Availability | Location | Phone |
|-----------------|------------------------------------------------------------------------------|----------------|----------|-------|
| Ralph Stevenson | ralph.stevenson@unsw.edu.au | By appointment | TBA | TBA |

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*

Introduces students to foundational principles of contemporary media production. Focuses on three areas of media production; graphic design, animation and interaction design. Through a series of practical exercises and projects this course focuses on the applied theories and techniques involved in creating contemporary media productions. The course will introduce students to current tools and strategies for a range of media contexts.

Course Learning Outcomes

1. apply foundational principles in graphic design, animation and/or interaction design within a creative media production project.
2. creatively solve problems when developing media productions.
3. communicate ideas through media production.
4. engage in independent and reflective learning.

Teaching Strategies

This hands-on practice-based course will introduce you to the skills, processes and design thinking required to create media productions. Each week, the lecture will introduce you to key design principles and strategies. These will be linked with associated practical skills that you will learn in the tutorial-laboratory. Finally, you will explore both your skills and your design thinking to complete a practical creative task in the studio class. This course will also focus on developing your strategies for learning new creative concepts and skills. To have a self-directed approach to learning is essential for any media producer working in an industry where the required tools and techniques are project dependent and can change year by year.

Assessment

Full assessment task descriptions including task objectives and marking criteria are available on the course website on Moodle under the **Learning Activities** section. Please note that lecture attendance is crucial for doing well in this course. In the lecture we will give detailed explanations of the process for creating each task and show examples from past student work.

Backing up

It is your responsibility to back your work up regularly. Losing all of your files and being required to start your project from scratch is regarded as evidence of unsatisfactory file management skills and is not grounds for any special consideration when projects are being assessed.

Copyright

The works that you are creating for this course are being made for public broadcast either via the web or via public exhibition. This means that you must hold copyright over every element of the media productions that you create for this course. If, where permitted by the task brief, you wish to use the work of another within your assignment then you must get the copyright holder's permission to do so and submit this permission with your task.

There is more detailed information about backing up and copyright on the course website. Please speak to your studio tutor if you have any questions.

Assessment Tasks

| Assessment task | Weight | Due Date | Student Learning Outcomes Assessed |
|--------------------------------|--------|---------------------|------------------------------------|
| Weekly Lecture Quiz Activities | 30% | | 4 |
| Graphic Design Task | 25% | 04/10/2019 04:00 PM | 1,3 |
| Interaction Design Task | 45% | 21/11/2019 05:30 PM | 1,2,3 |

Assessment Details

Assessment 1: Weekly Lecture Quiz Activities

Start date:

Details: 10 short single-attempt multiple choice or short answer activities linked to each week's lecture content. Feedback via course LMS.

Additional details:

There are three types of Weekly activities that together contribute to your **30% grade** for this task.

1. Tute-Lab Blog Posts and Play Test Report (8%)

Each of the Tutorial Laboratory classes in the first 7 weeks of term have a task that you post a record of as an image or images in your private Tute-Lab blog. In the week 8 Studio class you will conduct a play

test of your draft project and also post a report on your Tute-Lab blog. Each of these 8 posts is worth one mark. In order to receive the mark, you need to make the post by the deadline and your post needs to show a valid attempt at the task. The deadline for these posts is midnight on the Sunday of the task week.

2. Lecture Quizzes (10%)

There are 5 short multiple choice quizzes across the term each worth 2%. Two are due in week 1. There is also a quiz in weeks 2, 4 and 5. These Quizzes will appear in the Content and Resources section of the site under the relevant week. As above the deadline for these is midnight on the Sunday of that week.

3. Interactive Project Look and Feel PDF (12%)

In week 6 you will produce a document outlining the look and feel you are planning for your Interactive Task. [Full instructions are here](#). This task is due midnight Sunday of week 6 (27th October 12am).

Assessment 2: Graphic Design Task

Start date:

Details: Sequence of still images. feedback via LMS

Additional details:

See Moodle website for additional information.

Assessment 3: Interaction Design Task

Start date:

Details: Short interactive animation with sound. Feedback via course LMS.

Additional details:

Note there are TWO due dates for this assignment:

- Draft due in week 8 Studio: You will be play-testing a draft of your Interactive project in the week 8 Studio. After play testing you will post a Play Test Report on your Tute-Lab Blog.
- Final version due at the latest **Thursday, 21st November 2019, 5:30 PM** (you will be handing in during your final studio class).

See Moodle website for additional information.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

| Date | Type | Content |
|-------------------------------------|------------|--------------------------------------------------------------------------------------|
| Week 1: 16 September - 20 September | Lecture | Design Elements and Principles |
| | Tut-Lab | Introduction to Photoshop |
| | Studio | Communicating with graphic compositions |
| Week 2: 23 September - 27 September | Lecture | Working with Shapes and Typography |
| | Tut-Lab | Selecting, adjusting and creating type in Photoshop. |
| | Studio | Communicating with shapes. Creating density. Using photos and type in a collage. |
| Week 3: 30 September - 4 October | Lecture | From 2D to 3D - Key Concepts |
| | Tut-Lab | Introduction to Unity 3D |
| | Studio | Building a First Person level. |
| | Assessment | Graphic Design Task due Friday 4th October 4pm. |
| Week 4: 7 October - 11 October | Lecture | Interaction Design Principles |
| | Tut-Lab | Introduction to Unity template scripts. Creating textures and type for use in Unity. |
| | Studio | Creating a meaningful interaction. |
| Week 5: 14 October - 18 October | Lecture | Making Things Move |
| | Tut-Lab | Animating in Unity. Creating sequences with timelines. |
| | Studio | Communicating through movement. Developing a look and feel. |
| Week 6: 21 October - 25 October | Lecture | Audiovisual Storytelling |
| | Tut-Lab | Triggering a timeline. Working with sound. |
| | Studio | Sound design and concept development. |
| | Assessment | Interactive Project Look and Feel file due Friday 25th October 4pm. |
| Week 7: 28 October - 1 November | Lecture | Experience Design |
| | Tut-Lab | Advanced Interactive technique toolbox |
| | Studio | Structuring your interactive environment. |
| Week 8: 4 November - 8 November | Lecture | <i>No Lecture - Debug consults.</i> |
| | Tut-Lab | Debug session for playtest |
| | Studio | Playtest |
| Week 9: 11 November - 15 November | | Reading week |
| Week 10: 18 November - | Lecture | Consults |

| | | |
|-------------|------------|----------------------------------------------------------------------------------|
| 22 November | Tut-Lab | Debug session for final hand-in |
| | Studio | Final debug and hand-in |
| | Assessment | Interaction Task due in-class or at latest Thursday, 21st November 2019, 5:30pm. |

Resources

Prescribed Resources

All course resources are available online via the course website: <http://moodle.telt.unsw.edu.au>

Recommended Resources

A list of recommended resources is also available online via the course website.

IT requirements and policies

The software that we will be using in this course will require a much more powerful computer than the [UNSW minimum requirements](#). This is why every student enrolled in this course has **24hour seven day a week** swipe card access to the four level one Webster computer labs (WB136, WB137, WB138, WB307). These labs are where your practical classes will be held and where you can work outside of class time to complete your media production assignments. **They have all the software installed that you will need to produce your assignments.** However, if you do want to be able to work on your assessments at home, there is a PDF available on the course website for recommended software and hardware for the course.

It is strongly recommended that you **purchase a portable hard drive** for use during your time as a media student at UNSW. Please note that if you are going to purchase any computer software or hardware you can get good educational discounts from most major suppliers. Remember to ask for a discount and take your student ID with you when shopping.

Make sure you also read the documents around [acceptable use of UNSW IT resources](#), as there may be fines if you breach the UNSW IT usage policies.

Working in the Robert Webster Multimedia Labs

Please remember that these labs are working environments and not social spaces. Keep chatter to a minimum and take phone calls outside. If you are playing any media content with audio, then always use headphones. If there is a class on, then do not interrupt it. Although there might be spare computers, you are not allowed to use them while a class is on. Do check the timetables on the doors of the labs before entering. Please also be mindful of the strain that repetitive computer work can place on the health of your body. The UNSW policies on occupational health and safety issues like this can be found here [safety.unsw.edu.au](#)

You can find up to date information about the faculty lab procedures and issues on the [TRC website](#).

Course Evaluation and Development

Each year student evaluative feedback on the course is gathered, using among other means, UNSW's MyExperience questionnaire. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. You will find out in the first lecture any changes that have been made based on last year's feedback.

Submission of Assessment Tasks

Submission of Assessment Tasks

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 . 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/>

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