



**UNSW**  
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University



# MDIA3006

Production Studio

Semester Two // 2018

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
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### 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.

### Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

### Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; 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/>

## Course Details

### Credit Points 6

### Summary of the Course

Subject Area: Media

In Production Studio you will work with an industry client to develop a project to realisation, identifying your area of specialisation and consolidating the skills to take you towards employment in the media industries. The main emphasis in this course is practical production, augmented by critical and creative thinking within a range of specialisations including Animation, Video Production, Interaction Design or Sound. Honing your skills in a 'real-world' industry context, you will produce original creative work ready for inclusion in your professional practice show reel and portfolio.

### At the conclusion of this course the student will be able to

1. Demonstrate skill in professional practice, organisation, time management, communication and a personal production style
2. Respond to critical feedback in a professional and creative way.
3. Demonstrate an understanding of the relationship of form, content and audience in a media production.
4. Articulate their place in the wider Media industry

### Teaching Strategies

Production Studio is designed to ready you for future employment in the media production industry. A professional production studio environment will be created within course rooms.

You will be supported to work on a specific professional project provided by a client. Classes will be structured to support your production methods associated with your selected client brief.

You will have opportunities to:

- meet with the clients and discuss the brief/s.
- engage in activities to promote creative and technical skill development.
- become immersed in practical production research.
- work collaboratively (or in teams where necessary).
- receive critical feedback and support from the lecturer, peers and the client.
- pitch an idea and prepare a project proposal in response to the Client brief.

You will be encouraged to take responsibility for your professional practice by:

- preparing a professional proposal including a production schedule and budget.
- organising meetings with your client.
- booking production spaces and equipment.
- developing and gathering all the resources you require to get the job done.
- participating in regular informal feedback session.

## Assessment

**The description of assessment tasks are not always correct**

Always refer to the detailed brief given in class & via moodle for all assessment tasks

**Moodle information and in class information is the correct information.**

The information on this document is generated automatically and can lack detail and accuracy.

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Media Production Portfolio	30%	Not Applicable	1,2,4
Client Project 1 Web Interstitial	30%	Not Applicable	1,2,3
Client Project 2	40%	Not Applicable	1,2,3

### Assessment Details

#### Assessment 1: Media Production Portfolio

**Start date:** Not Applicable

**Length:** The description for this task may be incomplete please refer to the moodle site.

**Details:** Individual Project.Targeted Online Web Portfolio including 1-2 minute video “Sizzle” Reel & 8-10 minute AV presentation.Students receive formative verbal feedback, written comments and a numerical grade.

**Additional details:**

**The description for this task may be incomplete please refer to moodle.**

Always refer to the detailed brief given in class/via moodle for your Personal Portfolio & “Sizzle” Reel Package, including information about theFreelance Market Day.

Moodle information and in class information is the correct information.

The information on this document is generated automatically and can lack detail and accuracy.

**Submission notes:**Due Week 6, 28th or 30th August

#### Assessment 2: Client Project 1 Web Interstitial

**Start date:** Not Applicable

**Length:** The description of Assessment 2 is incorrect. It should read Client Project - Final Draft Presentation

**Details:** Individual project.20-30 seconds Video.Students receive formative verbal feedback, written comments and a numerical grade.

**Additional details:**

**The description of assessment 2 is incorrect.**

It should read

**Client Project - Final Draft Presentation**

Due in Studio Class Week 9 Tuesday 18th September or Thursday 20th September, 2018

Always refer to the detailed brief given in class/via moodle for your Personal Portfolio & “Sizzle” Reel Package, including information about the Freelance Market Day.

Moodle information and in class information is the correct information.

The information on this document is generated automatically and can lack detail and accuracy.

**Submission notes:**Due in Studio Class Week 9 Tuesday 18th September or Thursday 20th September, 2018

**Assessment 3: Client Project 2**

**Start date:** Not Applicable

**Details:** Individual or Small Group (up to 3) Format & duration specific to the “client brief” (Video, Animation or Sound).This is the final assessment task for attendance purposes.Students receive verbal feedback from Lecturer & Client and a numerical grade.

**Additional details:**

Always refer to the detailed brief given in class/via moodle.

Moodle information and in class information is the correct information.

The information on this document is generated automatically and can lack detail and accuracy.

**Submission notes:**Due in Studio Class Week 12 (Tuesday or Thursday)

## Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

## 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.

## Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

### ***Task with a non-percentage mark***

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

*Example:* A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore  $17 - [25 (0.05 \times 3)] = 13.25$

### ***Task with a percentage mark***

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

*Example:* A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore  $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

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

## Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- \* Prevent you from completing a course requirement,
- \* Keep you from attending an assessable activity,
- \* Stop you submitting assessable work for a course,
- \* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:

<https://student.unsw.edu.au/special-consideration>



## 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>)

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Studio	An Overview <i>Mdia3006 Production Studio</i>
Week 2: 30 July - 5 August	Studio	MCIC Guest Speaker
Week 3: 6 August - 12 August	Studio	<i>Client Project Preproduction</i>
Week 4: 13 August - 19 August	Studio	<i>Special Guest Speaker TBC</i>
Week 5: 20 August - 26 August	Studio	<i>Client Project Production</i>
Week 6: 27 August - 2 September	Studio	<i>Freelancer Set -up &amp; Market</i>
Week 7: 3 September - 9 September	Studio	<i>Client Project Production</i>
Week 8: 10 September - 16 September	Studio	<i>Client Project Production</i>
Week 9: 17 September - 23 September	Studio	Presentation of Client project /feedback session
Break: 24 September - 30 September		
Week 10: 1 October - 7 October	Studio	Client Project Production & Consultation
Week 11: 8 October - 14 October	Studio	Client Project Production & Consultation
Week 12: 15 October - 21 October	Studio	Screening & Delivery of Final Project

## Resources

### Prescribed Resources

All students will be required to have a good quality hard drive for daily use and archiving production work.

### Recommended Resources

A list of web links will be provided on the mdia3006 Moode website.

Book – Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online (2010)

### Course Evaluation and Development

A combination of the following approaches will be used to gather feedback about the course. UNSW (CATI) course and teaching evaluation and improvement process. Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines. In response to that feedback all assessment tasks relate directly to the client project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

### Image Credit

Henri Matisse Destiny, from the illustrated book [Jazz](#) , 1947 .

### CRICOS

CRICOS Provider Code: 00098G