MDIA1000

Working with Time, Space and Experience

Term 3, 2021
Course Overview

Staff Contact Details

Convenors

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Availability</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brigid Costello</td>
<td><a href="mailto:bm.costello@unsw.edu.au">bm.costello@unsw.edu.au</a></td>
<td>Please arrange a meeting time via email</td>
<td>WB231F</td>
<td>9385 6805</td>
</tr>
</tbody>
</table>

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam
Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.
Course Details

Units of Credit 6

Summary of the Course

Creating a media production involves thinking about time, whether it is a single moment captured in time or the movements of visuals and sounds across time. It involves considering space and the way that elements can be composed and layered across multiple dimensions. It also involves paying close attention to the experience of your audience. In this hands-on production course, you will work with time, space and experience as you learn and practice fundamental concepts and techniques of graphic design, animation and interaction design. Working on creative projects you will learn strategies for developing concepts, communicating ideas, solving problems and improving skills. The skills, strategies, concepts and techniques you explore in this course will provide a solid foundation for your level 2 and 3 Screen and Sound production courses.

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

There are three assessment tasks to complete. You must complete and hand in all three tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments. See the course website on Moodle for full assignment task descriptions, marking criteria and submission instructions.

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Weight</th>
<th>Due Date</th>
<th>Course Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Weekly Activities</td>
<td>20%</td>
<td>Weekly deadlines</td>
<td>4</td>
</tr>
<tr>
<td>2. Graphic Design Task</td>
<td>30%</td>
<td>11/10/2021 10:00 AM</td>
<td>1, 3</td>
</tr>
<tr>
<td>3. Interaction Design Task</td>
<td>50%</td>
<td>22/11/2021 10:00 AM</td>
<td>1, 2, 3</td>
</tr>
</tbody>
</table>

Assessment 1: Weekly Activities

**Due date:** Weekly deadlines

Single-attempt multiple choice or short answer activities. Feedback via course LMS.

Assessment 2: Graphic Design Task

**Due date:** 11/10/2021 10:00 AM

Sequence of images. Feedback via course LMS

Assessment 3: Interaction Design Task

**Due date:** 22/11/2021 10:00 AM

Short interactive animation with sound.

Feedback via course LMS.
## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings. Attendance records will be taken at tutorial laboratories and studio classes.

## Course Schedule

[View class timetable](#)

### Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1: 13 September - 17 September</td>
<td>Lecture</td>
<td>Design Elements and Principles</td>
</tr>
<tr>
<td></td>
<td>Tut-Lab</td>
<td>Introduction to Photoshop</td>
</tr>
<tr>
<td></td>
<td>Studio</td>
<td>Communicating with composition</td>
</tr>
<tr>
<td>Week 2: 20 September - 24 September</td>
<td>Lecture</td>
<td>Typography, Colour and Composition</td>
</tr>
<tr>
<td></td>
<td>Tut-Lab</td>
<td>Selecting, transforming, drawing shapes and lines, and creating type in Photoshop.</td>
</tr>
<tr>
<td></td>
<td>Studio</td>
<td>Communicating with shapes. Using colour. Designing with type.</td>
</tr>
<tr>
<td>Week 3: 27 September - 1 October</td>
<td>Lecture</td>
<td>The Graphic Design Task</td>
</tr>
<tr>
<td></td>
<td>Tut-Lab</td>
<td>Introduction to Unity 2D. Creating graphics for Unity 2D Environments.</td>
</tr>
<tr>
<td></td>
<td>Studio</td>
<td>Creating your first Unity 2D project.</td>
</tr>
<tr>
<td>Week 4: 4 October - 8 October</td>
<td>Lecture</td>
<td>Making Things Move</td>
</tr>
<tr>
<td></td>
<td>Tut-Lab</td>
<td>Animating in Unity.</td>
</tr>
<tr>
<td></td>
<td>Studio</td>
<td>Communicating through movement. Developing a look and feel.</td>
</tr>
<tr>
<td>Week 5: 11 October - 15 October</td>
<td>Lecture</td>
<td>Storytelling with Audio</td>
</tr>
<tr>
<td></td>
<td>Studio</td>
<td>Developing a sound design.</td>
</tr>
<tr>
<td>Week 6: 18 October - 22 October</td>
<td>Homework</td>
<td>Break week. No lecture, tute-labs or studios.</td>
</tr>
<tr>
<td>Week 7: 25 October - 29 October</td>
<td>Lecture</td>
<td>Interaction Design Principles</td>
</tr>
<tr>
<td>Week 8: 1 November - 5 November</td>
<td>Lecture</td>
<td>Experience Design</td>
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<td>--------------------------------</td>
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</tr>
<tr>
<td>Tut-Lab</td>
<td>Working with the advanced scripts in the Script Toolbox.</td>
<td></td>
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<tr>
<td>Studio</td>
<td>Creating a meaningful interaction.</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Week 9: 8 November - 12 November</th>
<th>Lecture</th>
<th>No Lecture - Debug consults.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tut-Lab</td>
<td>Debug session for playtest</td>
<td></td>
</tr>
<tr>
<td>Studio</td>
<td>Playtest Interactive Project.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 10: 15 November - 19 November</th>
<th>Lecture</th>
<th>No lecture - project consults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tut-Lab</td>
<td>Debug session for final hand-in</td>
<td></td>
</tr>
<tr>
<td>Studio</td>
<td>Final debug and hand-in</td>
<td></td>
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Resources

Prescribed Resources

All course resources are available via the course website on Moodle.

Recommended Resources

A list of recommended resources is also available on the course website on Moodle.

General UNSW IT information and support is available here:
https://www.myit.unsw.edu.au/services/students

ELearning support is available here:
https://student.unsw.edu.au/elearning

How to set yourself up to study remotely at UNSW is here:
https://www.myit.unsw.edu.au/services/students/getting-ready-study-remotely

A list of the many kinds of UNSW support services for students can be found here:
https://student.unsw.edu.au/support

Course Evaluation and Development

Student evaluative feedback on the course is gathered every year. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. The course website will announce any changes that have been made based on last year’s feedback.
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 externalteeltsupport@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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person’s assignment without appropriate acknowledgement.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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
Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

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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