



UNSW
AUSTRALIA

**Faculty of Arts and Social
Sciences**

School of the Arts and Media

MDIA1000

Working with Time, Space and Experience

Session 1, 2016



Image by 2016 MDIA1000 Student Holly Huynh

Course outline Amended 22 February 2016 (Fixed Deadline for Task 2, Online Lecture Week 5)

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Authority	Dr Brigid Costello	bm.costello@unsw.edu.au	Tuesdays 11am-12pm	WB311P Level 3 Robert Webster	9385 6805
Tutor	Dr Andrew Burrell	andrew.burrell@unsw.edu.au	By appointment	Tutorial Room	9385 4856
Tutor	Adam Davies	adam.davies@unsw.edu.au	By appointment	Tutorial Room	9385 4856
Demonstrator	Rhett Loban	Consults in scheduled Tutorial-Laboratory classes			

Email Policy:

If any of the course staff need to contact you they will use your student email account (the one with the format z[student number]@student.unsw.edu.au). If you do not use this account then make sure that you set it to redirect mail to the account that you do use. You can do this at

<https://www.it.unsw.edu.au/students/zmail/index.html>

All correspondence re this course should be sent with the subject line **MDIA1000** followed by your **student number**. Email correspondence should be used only for administrative matters and personal issues. Use the *Discussion & Questions* forum on the Course Home Page for issues to do with assignments and technical problems. Course staff will only answer emails between Monday to Friday and during working hours (9am-5pm).

Lecture:

Tuesday 9am-10am Chemical Science (Building F10) Theatre M18

Tutorial-Laboratory:

Tuesdays or Wednesdays Level 1 Robert Webster (Building G14) in computer labs 137 or 138.

Studio:

Wednesday, Thursday or Friday Level 1 Robert Webster (Building G14) in computer labs 136, 137, 138 or 307.

For specific times and rooms see the timetable. For enrolment issues contact the School of the Arts and Media Office.

School of the Arts and Media Contact Information:

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

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.
- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>
- Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.
- 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 SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information For SAM Students

For essential student information relating to: attendance requirements; 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 matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

MDIA1000 Course details

Credit Points: 6

Summary of the Course:

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.

Student learning outcomes:

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

1. Gain knowledge of foundational principles in graphic design, animation and interaction design.
2. Develop the ability to apply these principles within a creative media production project.
3. Have an increased ability to creatively problem solve when developing media productions.
4. Develop an increased ability to engage in independent and reflective learning and to communicate ideas through media production.

Teaching Strategies & Rationale

The knowledge and skills that you will gain from this course will emerge primarily from the practical creation of media productions. This hands-on, practice-based knowledge will be augmented by the principles and theories that you will encounter during the course lectures. The length of time that the course is devoting to the theoretical and creative contexts of media production reflects our belief that a thorough grounding in these contexts is paramount to your development as an exciting and innovative media producer. We believe that it is your critical and creative approach to media production that will give you the edge in the workplace and not your knowledge of a certain piece of software. Specific technical skills have their value. However, in an ever-changing digital media-scape the techniques that you learn in this course are more valuable because of what they can teach you about learning new skills. Developing a self-directed approach to this learning process is essential for any media producer working in an industry where the tools and techniques change with each year and with each project.

How this course fits into your study

This course is core for students in the B. Media Screen and Sound Production program and core in this stream within the combined media/law degree. It is also core for students still enrolled in the old B. Media Screen and Sound and Media Production degree programs.

It is an elective for all other B. Media programs.

Working with Time, Space and Experience gives students the prerequisite graphic design, animation and interaction design skills that they need to be able to take upper level courses like MDIA2000 Animating Media, MDIA2001 Bodies and Interfaces, MDIA3001 Serious Games, MDIA3006 Production Studio and MDIA3004 Festivals and Exhibitions.

Assessment

Assessment & Weighting	Length	Due date	Learning Outcomes	Feedback
Graphic Design Task (30%)	2 Images	21 March (Monday wk 4)	1-4	Online feedback
Animation Task (35%)	15-30 seconds	4 th May (Wed wk9)	1-4	Online feedback
Interaction Design Task (35%)	At least three interactive elements	3 rd June (Friday wk13)	1-4	Online feedback

Full assessment task descriptions including task objectives and marking criteria are available on the course website on Moodle under the **Learning Activities** section.

In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.

Submission of Assessment Tasks

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. 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 in SAM there will no longer be any hard-copy submission; assessments 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 Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

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

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

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 information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- **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.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

- 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. 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.

Keeping Assignments:

It is extremely important that you keep **a copy** of ALL assignments. Assignments do sometimes go missing and when this occurs the onus is on the student to prove that they have completed the assignment and to provide another copy for marking.

Backing-up Work:

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. If you are the kind of person who thinks this won't happen to you, then you are a prime candidate for it happening (there are at least two cases every year). So spend some time in the first weeks of session developing a personal back-up regime and stick to it. Be particularly vigilant when assessment deadlines are looming. Tired and stressed students are quite capable of deleting their own or others work by mistake.

In computer terms, **data does not exist unless it is in two places**. By two places we mean two different disk media e.g. a hard drive and a USB memory stick or the hard drive of your home computer and your space on the student server.

Having two copies of your file on a USB memory stick does not count as two places. If your USB memory stick becomes corrupted you will lose both files.

You should not just be concerned about protecting your files from technical problems; your laptop could be stolen, your house could flood, you could spill your coffee over your USB memory stick. If your USB memory stick is in the same bag as your laptop then someone would be able to steal both copies of your data. So two places also refers to two places that are physically separate.

Of course, keeping copies of your files in three places is even safer.

You should save a new version whenever you have finished making any significant change to your project. If your file is corrupted by a software crash you can then go back to the next most recent version rather than having to start the project again from scratch. When naming multiple versions use a numbering system where your first version is called, for example, *myfile-v1* and your second version *myfile-v2* etc.

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 you wish to use the work of another within your assignment then you must get the copyright holder's permission to do so. The copyright holder could sue you if you fail to get their permission. There are two forms for doing this;

1. Student project performance (Shooting permissions): During production work you may have to record, interview or photograph someone, if so you need to get them to sign a release form to give you permission to use this material in your project and to publicly broadcast the recording. This includes any actors, models, musicians or other 'talent' that might be involved in your production.

2. Student project included work (Copyright clearance): Occasionally you may want to use work created by other people who own the copyright to their work, if so you will need to get them to sign a copyright release form. This form will give you permission to use their work in your media production and to publicly broadcast it. You might, for example, wish to use a song that has been composed and performed by your cousin's band. This form would need to be signed by whoever wrote the song (the copyright holder of the composition) and all of the members of the band (the copyright holders of the performance). For commercial music the copyright for the composition and the performance have both usually been signed over to the record company.

These forms can be downloaded from the current student resources section of the school website: <https://sam.arts.unsw.edu.au/students/resources/media-film-students/production/> You can find out more about copyright at the Australian Copyright Council website <http://www.copyright.org.au/> .

Please take care with material (e.g. sound effects) that you are sourcing from websites that claim to be copyright-free. Not all such sites are truthful about their content and you could get into trouble if you do use something that later turns out to be owned by another. It is wise to always print the website's copyright information page and keep a copy for your records.

If you are at all unsure about any issue to do with copyright please speak to the Course Convener.

Course schedule

Wk	Lecture	Tute-lab	Studio	Due
1	Time, Space, Experience	No Tute-lab	No Studio	
2	Design Elements and Principles	Introduction to Photoshop	Positioning points on a plane.	
3	Line, Shape, Space	Photoshop Selecting and Adjusting	Working with abstraction and minimalism.	
4	From 2D to 3D - Key Concepts	Introduction to Unreal Engine 4	Building a level. (*Due to Good Friday the Friday studios will be online.)	Submit: Graphic Design
	BREAK			
5	Textures and Typography (ONLINE LECTURE)	Creating Textures and type for use in Unreal Engine 4.	Working with textures, fonts and type in Unreal Engine 4.	
6	Making things Move	Introduction to Matinee in Unreal Engine 4.	Creating and exporting a Matinee sequence.	
7	Visual Storytelling	Advanced Matinee Techniques.	Storytelling with multiple cameras. Draft assignment feedback.	
8	Aural Storytelling	Sound editing in Adobe Audition. Adding sound to a matinee sequence.	Add sound to your Matinee sequence. Draft assignment feedback.	
9	No Lecture - Debug consults.	Hand-in Animation task.	First look at Blueprint scripting in Unreal Engine 4.	Submit: Animation
10	Interacting, Design Principles	Introduction to Blueprints.	Developing your interactive concept.	
11	Engaging the User	Blueprint technique toolbox.	Structuring your interactive environment. Feedback on concepts.	
12	No Lecture - Debug consults.	Debug session for playtest	Play Test your draft interactive environment.	
13	No Lecture	Debug session for final project.	Final debug and hand-in.	Submit: Interaction Design

Prescribed Resources

All course resources are available online via the course website:

<https://moodle.telt.unsw.edu.au/login/index.php>

Recommended Resources

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

See also the PDF available on the course website for recommended software and hardware for the course:

http://moodle.telt.unsw.edu.au/pluginfile.php/1660201/mod_resource/content/1/SoftwareHardware2016.pdf

Course Evaluation and Development

Each year student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) process. 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.

UNSW minimum IT requirements and policies

Follow this link to see the minimum IT requirements for UNSW students and policies for IT resource use: <https://www.it.unsw.edu.au/students/policies/index.html> .

Make sure you read the documents around acceptable use of UNSW IT resources, as there may be **fines** if you breach the UNSW IT usage policies.

As you will see below, 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 24/7 swipe card access to the 4 Webster computer labs (WB136, WB137, WB138, WB307). These labs have all the software installed that you will need to produce your assignments.

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. See below for our recommendations for purchasing software or hardware.

Working in the Robert Webster Multimedia Labs

You will have 24hour seven day a week swipe-card access to the Webster Multimedia Labs and the other faculty labs. This is where your practical classes will be held and where you can complete your media production assignments. You can find up to date information about the faculty lab procedures and issues on the TRC website: <https://trc.arts.unsw.edu.au/> .

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. Please 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

<https://safety.unsw.edu.au/staff-student-resources/students> and here <http://safety.unsw.edu.au/node/64/>

. You might also like to look at some of the many online sites about safe computer use, for example:

http://www.albionresearch.com/astopnow/rsi_prevention.php