



UNSW
A U S T R A L I A

**School of the Arts and
Media**

**Faculty of Arts and Social
Sciences**

MDIA1006

Mediated
Storytelling

Session 2,
2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Sandra Luu	sandra.luu1@unsw.edu.au	Consultation: Tuesday 10am-11am, Tutorial hours: Thursday 9am-1pm, 2pm-4pm	Consultations: Level 3 Webster building Room 310	-

School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 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.

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

All SAM students must make a serious attempt at all assessments in order to pass the course.

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/>

Course Details

Credit Points 6

Summary of the Course

In today's media rich world we find a vast array of storytelling practices. From Facebook timelines to viral videos, news stories and advertisements a complex range of narrative strategies are used to organise fragmentary images, sounds and memories into meaningful content. In this course you will be introduced to fundamental concepts and techniques of narrative style and structure appropriate to a range of media production environments. The course emphasises the development of hands-on production skills and you will gain proficiency in the use of audio-visual equipment and editing software in preparation for more advanced courses at levels 2 and 3.

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

1. Identify and implement the fundamental elements and techniques of narrative storytelling in media rich environments.
2. Plan, shoot and produce short audio-visual stories.
3. Link creative production with theoretical and critical knowledge.
4. Demonstrate the capacity to work collaboratively in a manner that is ethical, safe and aware of industry standards of best practice.

Teaching Strategies

This course introduces students to the fundamental skills and techniques of mediated narrative storytelling. As one of the core practice oriented courses, the teaching strategies place an emphasis on learning by doing. Students will be given the opportunity to develop their technical skill base through in-class activities and assessment tasks. They will also work through key theoretical and technical readings on narrative style and structure in preparation for their in-class activities and assessment tasks. Teaching methods will closely map to Kolb's (1984) experiential learning cycle that takes students on a cyclic learning journey: abstract conceptualisation ? active experimentation ? concrete experience ? reflective observation. Through the three practical assessment tasks that build in degrees of complexity students will complete three iterative experiential learning cycles. As an introductory course, the teaching methods are focused on showing students how and helping them to develop a level of competence, rather than developing high-level experience or mastery. At the same time, students will learn how to access knowledge and resources, as well as the value of incorporating peer feedback into the learning cycle, which will enable them to continue to deepen their learning and prepare them for more advanced media production courses at levels 2 and 3.

3.References:Kolb, D. A. Experiential Learning: Experience as the Source of Learning and Development, Engelwood Cliffs, NJ: Prentice Hall, 1984

Assessment

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Task 1: In-class pitch with supporting documents (30%)	30%	3-5 minutes	18th and 19th August 2016 in your allotted tutorial	An in-class pitch due in week 4. A submission to Moodle must be made, of a zipped folder
Task 2: Remix Trailer (35%)	35%	1.5-2 minutes	23rd September 2016	Submit a zipped folder to Moodle containing the premiere proproj file
Task 3: Final video project (35%)	35%	null	28th October 2016	A presentation to be done in week 10 of completed and assessed footage. Final submission to Moodle is in week 13. The submission should be a zipped

Assessments

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

Assessment Title: Task 1: In-class pitch with supporting documents

Assessment Type: Project (Individual)

Weight (%): 30%

Assessment Description:

This assessment task will test your abilities to write a compelling pitch document and create pitch materials for a film project, and present a pitch for one specific platform (i.e. Online/ TV/ Film). You will develop a pitch document, including loglines, a 150-200 word synopsis, a 2- 3 page script and a 20-30 panel storyboard for a 2-3 minute video piece.

You then pitch your document and materials to the tutor and the class using the synopsis, script and storyboard. Your pitch should be 3-5 minutes in length. In the pitch you will also explain how you will lead a team to successfully realize the project to completion. By the completion of the assessment you will have learned how to write a compelling pitch document, script and storyboard, present a pitch with a clear and strong message and understand how to address a target audience through storytelling techniques.

Description of Feedback Process: Students receive written and verbal feedback.

The breakdown of the assessment is as follows: Pitch Presentation 10%, Supporting documents 20%

Learning outcomes:

- Identify and implement the fundamental elements and techniques of narrative storytelling in media rich environments.
- Link creative production with theoretical and critical knowledge.
- Plan, shoot and produce short audio-visual stories.

Assessment Title: Task 2: Remix Trailer

Assessment Type: Project (individual)

Weight (%): 35%

Assessment Description:

Create a 1.5 - 2 minute remix video using the provided footage. A remix video takes media texts and reedits them to create new meaning. Remix videos can take the form of slash videos, texts that reveal hidden meanings, critiques of power structures or political statements.

The remix video for this assessment task will be in the form of a trailer. You will have your choice of 4 feature length films; you are to edit them down into 1.5-2 minute trailers, using an alternative fonts, music and most importantly, the genre. You will learn how to use editing techniques to construct a narrative and you will be encouraged to draw links between creative production and theoretical and critical knowledge. You will develop technical competency by learning to create a project in video editing software, assign folders, log material, import sound, digitize footage and edit a sequence.

Description of Feedback Process:

Students receive written feedback.

Learning outcomes:

- Identify and implement the fundamental elements and techniques of narrative storytelling in media rich environments.
- Link creative production with theoretical and critical knowledge.

Assessment Title: Task 3: Final video project

Assessment Type: Project (Individual)

Weight (%): 35% but 40%

Assessment Description:

This assessment task will test your ability to tell a compelling story in one selected platform of your trans media project using images and sounds in a succinct and economical way. You will need to work in groups to film your own footage that complies with the assessment outline.

By the conclusion of this assessment you should be able to plan, produce and shoot an audio-visual story, demonstrate the capacity to work collaboratively, have proficiency in the use of audio-visual equipment and editing software and identify and implement the fundamental elements and techniques of narrative storytelling.

Description of Feedback Process:

This is a group assessment task. 30% will be awarded as a group mark for the 2- 3 min film.

Students will receive written feedback.

Learning outcomes:

- Identify and implement the fundamental elements and techniques of narrative storytelling in media rich environments.
- Plan, shoot and produce short audio-visual stories.
- Demonstrate the capacity to work collaboratively in a manner that is ethical, safe and aware of industry standards of best practice.

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. 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 Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

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 website: <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 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.

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.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Topic	Introduction: Mediated storytelling.
	Lecture	Brief overview of subject and assessments. What makes a story? - What are shots? - The 7Cs - Story and character development. - Show and don't tell
	Studio:	-NONE-
Week 2: 1 - 5 August	Topic	Pre-production and pitching part 1.
	Lecture	What is pre-production? Understanding formatting: - Titles - Loglines - Synopses - Scripts - Shot types, angles and movement Assessment 1 in detail.
	Studio	Getting to know you. File management walkthrough. Logline activity
Week 3: 8 - 12 August	Topic	Pre-production and pitching part 2.
	Lecture	From script to shot list What is a storyboard? How to format a storyboard. How to test the storyboard
	Studio	Shot list activity. Lining the script. Translation into the
Week 4: 15 - 19 August	Topic	Pre-production and pitching part 3.
	Lecture	More pre-production elements: - Treatment - Beat/ step sheet - Animatic Visualization activity, from script to film.
	Studio	Workshop 4 ASSESSMENT 1 DUE: 3-5 minute pitch due with a script and storyboard submission. Groups assigned and assessment detailed.
Week 5: 22 - 26 August	Topic	Production part 1.
	Lecture	Production and camera details. - Camera settings and slating - Lighting - Sound
	Studio	The TRC process walkthrough. File management refresher. Practicing with the camera. - Lighting demonstration and/or activity (themed) - Shot activity with sounded, slated
Week 6: 29 August - 2 September	Topic	From production to post production.
	Lecture	Rules for production, composition, editing and best practice. Assessment 2 in detail
	Studio	Assessment 2: Where to find assessment materials. Introduction to Adobe Premiere: Folder set up. Project settings. Sequence settings. Importing. Workspace layout. Life savers: Saving, undo and reset workspace layout. Basic
Week 7: 5 - 9 September	Topic	Genres, tropes and post- production.
	Lectures	Genres and tropes.
	Studio	Adobe Premiere cont'd: Recap of project set up. Further tools. Key framing (6 types). Sound editing. Transitions.
Week 8: 12 - 16 September	Topic	Themes, motifs and post-production.
	Lecture	Themes and motifs.
	Studio	Adobe Premiere cont'd: Titles. Effects. Working with versions. Exporting. Photo slideshow activity
Week 9: 19 - 23 September	Topics	The mass media part 1
	Lecture	The first set of mass media explored.
	Studio	Time to work on assessment 2 with in-class opportunity to consult with tutor. ASSESSMENT 2 DUE: A 1.5-2 minute remix trailer with new titles, soundtrack and genre.
Week 10: 4 - 7 October	Topics	The mass media part 2
	Lecture	The concluding set of mass media explored.

	Studio	SHOOT DEADLINE. ASSESSMENT 3 FOOTAGE SHOW CASE (Maximum 3-4 minutes, individual)
Week 11: 10 - 14 October	Topics	Introduction to transmedia storytelling and remix culture.
	Lecture	What is transmedia storytelling? Why is transmedia the future of media? What is remix culture?
	Studio	Demonstrate understanding of transmedia through an infographic. Work on assessment 3.
Week 12: 17 - 21 October	Topics	Transmedia platforms and examples.
	Lecture	Transmedia storytelling examples throughout the mass
	Studio	Work on assessment 3.
Week 13: 24 - 28 October	Topic	Assessment 3 due
	Lecture	-NONE-
	Studio	Work on assessment 3. ASSESSMENT 3 DUE. A 2-3 minute final edit with footage shot in groups, royalty free sound and music and appropriately credited materials and

Resources

Prescribed Resources

Equipment (may be subject to change)

The course will use the Canon Legria HFM 300 Camcorder for shooting video footage.
NTG2 Shotgun Mic & Zoom H4n Kit for sound recording.

Editing Software. Students can access the following editing software in the media studios: Adobe Premiere Pro CC

External Hard Drive

Students are required to supply a portable hard drive (preferably USB 3.0) to back up their work on a regular basis. The DATA drive in Lab

140 should be considered temporary storage. Unfortunately data goes missing from the shared Lab computers, and projects frequently get lost or corrupted. Flash Drive/USB/Memory sticks are also unreliable. No assistance or extensions will be given where work is not suitably backed up.

During their working session in 140, students must save their work to the DATA drive. When finished for the day, save that work to a portable/external hard drive to take home. Repeat the same procedure every time.

IT IS THE STUDENT'S RESPONSIBILITY TO KEEP A BACKUP COPY OF WORK BEING PREPARED FOR ASSESSMENT.

Hard Drive Recommendations:

Your external hard drive needs to be: 100GB or more. Something like this:

<http://www.officeworks.com.au/shop/officeworks/p/toshiba-1tb-canvio-usb3-0-portable-hard-drive-tb110ak3ba>

If your external hard drive is NOT already Mac-formatted, go here for instructions:

http://reviews.cnet.com/8301-13727_7-57600320-263/using-external-drives-to-save-space-on-your-mac-format-them-first