



**UNSW**  
A U S T R A L I A

**School of the Arts and Media**

**Faculty of Arts and Social Sciences**

MDIA3003

Media Portfolio

Session 2, 2016

## Course Outline

### Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Valentina Bau	v.bau@unsw.edu.au	Wednesdays, 2PM-4PM	311D Webster Building	02 9385 8974

### Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto: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 valid 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**

Subject Area: *Media*

In this course you will have the opportunity to demonstrate industry-engaged learning. You will develop a media portfolio relevant to your industry. You will prepare an individual project suitable for inclusion in a portfolio which demonstrates creative application of industry concepts, in an area of their interest. You will also prepare a portfolio presentation of highlights of your media work, and engage in activities in preparation for transition to work.

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

1. Research and analyse media industry processes and practices.
2. Locate their own media practice within the current media industry.
3. Effectively present their media practice and expertise to potential employers.
4. Reflect on the future direction of the media industry and its impact on their own media practice.

### **Teaching Strategies**

The lectures and tutorials involved in MDIA3003 will help ensure that as a third-year Communication, Journalism or Public Relations and Advertising student you are well-equipped to seek employment in a variety of media and public relations contexts. This course will have a strong practical component which aims to consolidate previous studies and help you translate your university training into industry and employment contexts. You will assemble an industry-ready portfolio and develop the confidence to "pitch" yourself and your ideas, as well as to establish and nurture high-level industry contacts.

## Assessment

Please refer to the document **Course Structure and Assessment Tasks** on Moodle.

### Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Media Practice Presentation	25%	3-5 minutes	Tutorials Weeks 4 and 5	Verbal presentation during tutorial time.
Media Practice Task	30%	1500 words	30th September 2016	Submit through Moodle
Media Practice Portfolio	45%	5000-7000 words	30th October 2016	Online submission through Moodle. Submit hard-copy by 31st October in 311D Webster.

### Assessment Details

#### Assessment 1: Media Practice Presentation

**Details:** 5-7 minute presentation. Students will receive written or verbal feedback and a numerical grade.

**Turnitin setting:** This is not a Turnitin assignment

#### Learning outcome:

- Research and analyse media industry processes and practices.
- Locate their own media practice within the current media industry.
- Effectively present their media practice and expertise to potential employers.

#### Assessment 2: Media Practice Task

**Details:** 1500-2000 word (or equivalent length in time-based media) professional practice task. Students will receive written feedback and a numerical grade.

**Turnitin setting:** This is not a Turnitin assignment

#### Learning outcome:

- Locate their own media practice within the current media industry.
- Reflect on the future direction of the media industry and its impact on their own media practice.
- Research and analyse media industry processes and practices.

#### Assessment 3: Media Practice Portfolio

**Details:** This is the final assessment task. 1000-1500 words plus media practice portfolio (various word lengths/timings). Students will receive written feedback and a numerical grade.

**Turnitin setting:** This is not a Turnitin assignment

#### Learning outcome:

- Research and analyse media industry processes and practices.
- Locate their own media practice within the current media industry.
- Effectively present their media practice and expertise to potential employers.
- Reflect on the future direction of the media industry and its impact on their own media 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](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 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	Please refer to the document 'Course Structure and Assessment Tasks' on Moodle for the weekly structure	null

## **Resources**

### **Prescribed Resources**

Not available

### **Recommended Resources**

Not available

### **Course Evaluation and Development**

We will be seeking your feedback on this course, both via the Course and Teaching Evaluation and Improvement (CATEI) survey and through an in-class questionnaire. Such feedback will be considered carefully with a view to acting on it constructively wherever possible. We also welcome direct comments.