



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA3004

Festivals and Exhibitions

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Alyssa Rothwell	a.rothwell@unsw.edu.au	During session by email appointment, 3pm Wednesday.	311G Webster Building	93856807

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

Subject Area: *Media*

Media formats have undergone a rapid process of diffusion and diversification, and the different kinds of venue and opportunities for viewing media have multiplied: online, mobile media, small and large screen venues and gallery installations. This course explores the practical aspects of creating a Festival or Exhibition, including conception, planning, communications and management of people, product and facilities, budget, promotion and legal issues through to the final staging of the event. You will have the opportunity to gain practical knowledge of Festivals and Exhibitions through experiencing first hand the selection, organisation and exhibition of media exhibits in a particular context, focusing on a particular point of contact between object and viewer, between Media and audience.

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

1. Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
2. Generate innovative ideas for the exhibition of media works.
3. Identify the industry processes and practices involved in creating a festival or exhibition.
4. Engage effectively within a group to produce and present a proposal for a festival or exhibition.

Teaching Strategies

Teaching Strategies:

Weekly workshops will provide you with the foundations of the course, regular support for your practical experiences and preparation for the assessment tasks. Weekly workshops will deliver and support assessment task detail and will focus on specific aspects of planning and running a Festival or Exhibition including a presentation by an associated industry practitioner. Workshops will provide opportunity for critical discussion and group work and provide a forum for you to present and share your research findings. Assessment tasks encourage an exploration and critical review of contemporary festivals and exhibitions while developing essential professional skills including team work, verbal and written presentations, innovation and reflection.

Assessment

A detailed brief for all assessment tasks will be available via mdia3004 Moodle website.

All assessment tasks will be submitted in person during class session times as specified.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Research Presentation	40%	8-10 minutes presentation plus one A4 page summary	Week 7(7/9/18) or Week 8 (14/9/16) or Week 9(21/9/16)	Students will be presenting within their workshop time in week 7 or 8 or 9. A specific date and time will be given for individual presentations in class Week 1
Proof of Concept Package/Presentation	40%	10-12 A4 page printed document plus 10 minute presentation (group)	19/10/2016	POC Proposal must be delivered by the whole group during the Week 12 Workshop class.
Exhibition Field Trip Report	20%	600 words	Wednesday 17th August, 2016	A hard copy of the Exhibition Field Trip Report, must be delivered with cover sheet in the workshop class week 4.

Assessment Details

Assessment 1: Research Presentation

Details: (Individual) 10-15 minute presentation (with focus on given research topic) for class group supported by power point and/or video. Students submit an A4 summary of their presentation & link to their powerpoint. Students will receive written feedback

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

- Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
- Identify the industry processes and practices involved in creating a festival or exhibition.

Assessment 2: Proof of Concept Package/Presentation

Details: (Group of 5 or 6) A professionally presented 10-12 A4 page printed document (text, graphics & video (DVD-insert) plus 10-minute power point presentation. This is the final assessment task. Students will receive verbal peer/teacher/industry professional & formal written.

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

- Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
- Generate innovative ideas for the exhibition of media works.
- Identify the industry processes and practices involved in creating a festival or exhibition.
- Engage effectively within a group to produce and present a proposal for a festival or exhibition.

Assessment 3: Exhibition Field Trip Report

Details: (Individual) 600 words. Students will receive written feedback.

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

- Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
- Identify the industry processes and practices involved in creating a festival or exhibition.

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	Lecture/Workshop	An Overview Mdia3004 Festivals & Exhibitions
Week 2: 1 - 5 August	Lecture/Workshop	Focus on Exhibitions
Week 3: 8 - 12 August	Field Trip	Exhibition Field Trip in Sydney CBD
Week 4: 15 - 19 August	Lecture/Workshop	Festival Fundamentals
Week 5: 22 - 26 August	Special Guest Industry Speaker	Spatial & Graphic Design for Festivals & Exhibitions
Week 6: 29 August - 2 September	Lecture/Workshop	Planning and Promoting a Festival
Week 7: 5 - 9 September	Research Presentations/Assessment	Contemporary Festivals & Exhibitions
Week 8: 12 - 16 September	Research Presentations/Assessment	Contemporary Festivals & Exhibitions
Week 9: 19 - 23 September	Research Presentations/Assessment	Contemporary Festivals & Exhibitions
Week 10: 4 - 7 October	Special Guest Industry Speaker Q&A	Presentation-Proof Of Concept Festival Proposal
Week 11: 10 - 14 October	Focused Group Work & Consultation	Proof Of Concept Festival Proposal
Week 12: 17 - 21 October	Assessment Submission and Peer Review/Discussion	Delivery Proof of Concept Package & structured Peer Review Session

Resources

Prescribed Resources

Recommended Resources

What makes a Great Exhibition?

Edited by Paula Marcincola © 2006 Philadelphia Exhibitions Initiative, Philadelphia Centre for Arts and Heritage.
ISBN-10:0-9708346-1-6

Australia Council

<http://www.australiacouncil.gov.au/home>

Australia Council-Connecting Arts Audiences Online

<http://connectarts.australiacouncil.gov.au/>

Festivals Australia

http://www.arts.gov.au/arts/festivals_australia

Arts Law Centre, Australia.

<http://www.artslaw.com.au/info-sheets/info-sheet/organising-a-festival/>

How To Run a Film Festival, Online Blog resource by [Kieran Tully](#).

<http://filmfestivalsaustralia.org/for-festival-organisers-2/festival-organisers/>

Conceptualise Art Exhibition

<http://fineart.about.com/od/Curator/ss/Curating-A-Show-In-10-Easy-Steps-A-Step-By-Step-Guide-For-Art-Curators.htm>

Curatorship Symposium Program

http://www.artinstitute.unimelb.edu.au/__data/assets/pdf_file/0007/279340/Curatorship-symposium-program.pdf

Use of Computer Labs You can find up to date information about Webster lab procedures and issues on the TRC website:

<https://trc.arts.unsw.edu.au/> technical problems with equipment or software operations (not use) in the labs, email the servicedesk@unsw.edu.au

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.