



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA3006

Production Studio

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Alyssa Rothwell	a.rothwell@unsw.edu.au	During Semester by email appointment 3pm Wednesday		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

In Production Studio you will work with an industry client to develop a project to realisation, identifying your area of specialisation and consolidating the skills to take you towards employment in the media industries. The main emphasis in this course is practical production, augmented by critical and creative thinking within a range of specialisations including Animation, Video Production, Interaction Design or Sound. Honing your skills in a 'real-world' industry context, you will produce original creative work ready for inclusion in your professional practice show reel and portfolio.

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

1. Demonstrate skill in professional practice, organisation, time management, communication and a personal production style
2. Respond to critical feedback in a professional and creative way.
3. Demonstrate an understanding of the relationship of form, content and audience in a media production.
4. Articulate their place in the wider Media industry

Teaching Strategies

Production Studio is designed to ready you for future employment in the media production industry. A professional production studio environment will be created within course rooms.

You will be supported to work on a specific professional project provided by a client. Classes will be structured to support your production methods associated with your selected client brief.

You will have opportunities to:

- meet with the clients and discuss the brief/s.
- engage in activities to promote creative and technical skill development.
- become immersed in practical production research.
- work collaboratively (or in teams where necessary).
- receive critical feedback and support from the lecturer, peers and the client.
- pitch an idea and prepare a project proposal in response to the Client brief.

You will be encouraged to take responsibility for your professional practice by:

- preparing a professional proposal including a production schedule and budget.
- organising meetings with your client.
- booking production spaces and equipment.
- developing and gathering all the resources you require to get the job done.
- participating in regular informal feedback session.

Assessment

Assessment briefs will be available via the mdia3006 moodle website.

All assessment tasks will be delivered in person as part of specific class activities.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Project Proposal & First Draft	20%	Presentation 10mins plus printed submission 8-12 A4 printed pages	Week 8 15th September, 2016	Presentation and Submission in class Week 8-A detailed brief for this task with be available via mdia3006 Moodle website
Media Portfolio Package	40%	Presentation 10 minutes, Interactive Portfolio duration N/A	Week 10 6th October, 2016	Presentation and Submission in class Week10 A detailed brief for this task with be available via mdia3006 Moodle website
Media Project	40%	Presentation 10mins (Client Project duration specified in the client brief)	Week 12 20th October, 2016	Presentation and Submission in class Week12 A detailed brief for this task with be available via mdia3006 Moodle website

Assessment Details

Assessment 1: Project Proposal & First Draft

Details: (Individual) A screening of production work ""in progress"" for the purpose of feedback. Verbal (peer/client/teacher).

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

Assessment 2: Media Portfolio Package

Details: (Individual) An Online Production Portfolio (includes video trailer and visual branding) to support future employment opportunities. Informal peer/teacher feedback & formal written.

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

- Demonstrate skill in professional practice, organisation, time management, communication and a personal production style
- Articulate their place in the wider Media industry
- Respond to critical feedback in a professional and creative way.

Assessment 3: Media Project

Details: (Individual) A media production (Animation 1-2 mins or Video 5-10 mins or Sound Work max. 10 mins) in response to the client brief. This is the final assessment task. Informal peer/client feedback & formal written.

Turnitin setting: This is not a Turnitin assignment

Learning outcome:

- Demonstrate skill in professional practice, organisation, time management, communication and a personal production style

- Demonstrate an understanding of the relationship of form, content and audience in a media production.
- Articulate their place in the wider Media industry

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 Mdia3006 Production Studio
Week 2: 1 - 5 August	Lecture/Workshop	Special Guest Industry Client
Week 3: 8 - 12 August	Lecture/Workshop	Identifying Personal Direction
Week 4: 15 - 19 August	Student Presentations	Client Project Brief
Week 5: 22 - 26 August	Production Portfolio Planning	Production Portfolio Plan & Strategy Draft Presentation (Pass/Fail)
Week 6: 29 August - 2 September	Lecture/Workshop	(TBC)UNSW Careers Workshop
Week 7: 5 - 9 September	Special Guest Presentation	(TBC) Industry Guest Presenter
Week 8: 12 - 16 September	Client Project	Assessment-Client Project Presentation First Draft (Pass/Fail)
Week 9: 19 - 23 September	Industry Client Consultations/Production	
Week 10: 4 - 7 October	Portfolio Presentations	Assessment -Personal Portfolio Package & Presentation Delivery
Week 11: 10 - 14 October	Industry Client Consultations/Production	
Week 12: 17 - 21 October	Client Project Presentation & Delivery	Assessment-Client Project Presentation & Delivery

Resources

Prescribed Resources

wix
<http://www.wix.com/>

portfoliobox
<https://www.portfoliobox.net/>

blurb
<http://www.blurb.com/>

Recommended Resources

What Color Is Your Parachute? 2016:
A Practical Manual for Job-Hunters and Career-Changers Paperback – August 11, 2015
by [Richard N. Bolles](#) (Author)
Publisher Ten Speed Press (USA) © 2015
ISBN:978-1-60774-662-1

[Richard N. Bolles](#) (Author)
<http://www.jobhuntersbible.com/>

smashingmagazine
<https://www.smashingmagazine.com/2008/03/creating-a-successful-online-portfolio/>

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.

Past evaluation findings have been acted upon in the following ways.

It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines.

In response to that feedback all assessment tasks relate directly to the client project.

It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects.

In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving.

It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.