



MECO833

Special Topic in Creative Media

S2 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Senior Lecturer

Peter Doyle

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Contact via Email

Room 151, Y3A

Monday: all day. Tuesday, Wednesday by arrangement

Credit points

4

Prerequisites

Admission to MCrMedia or MFJ and 16cp at 800 level

Corequisites

Co-badged status

Unit description

This unit will present a special topic in creative media. It will draw on the particular expertise of available creative media academics each year. Students may check with the program director for offerings for the current year.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Generate sophisticated ideas and concepts for Creative Media works.

Synthesise and analyse texts (creative and critical) in the specific Creative Media field.

Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.

Adapt discipline-specific knowledge in Creative Media to novel situations.

Assessment Tasks

Name	Weighting	Due
Project Stage 1	30%	Week 3, 18 August
Project stage 2	20%	Week 5, 1 September
Analysis of text(s)	30%	Week 8, 6 October
Completed project	20%	Week 12, 3 November

Project Stage 1

Due: **Week 3, 18 August**

Weighting: **30%**

Project proposal, to be presented verbally, in class, and also submitted as a document.

It must include:

- (1) One paragraph summary of the project. (Max 100 words.)
- (2) Brief description of project (max 600 words)
- (3) A detailed works and production timetable.

A more detailed brief will be distributed in class, and posted on ILearn.

Marking criteria: This assessment task will be assessed on specific criteria including *clarity of content*, *creative* components and *realisation* of aims. In summary, the key criteria with this assessment is the extent to which the ambitiousness, novelty and imagination of the proposed project is balanced with its practical "realisability".

On successful completion you will be able to:

- Generate sophisticated ideas and concepts for Creative Media works.
- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.

Project stage 2

Due: **Week 5, 1 September**

Weighting: **20%**

Presentation: Each project group will present preliminary progress report to class, demonstrating and discussing the extent to which specific targets in the project proposal stage 1, have been achieved.

Written report: Each project group will present a brief written version of the above, which includes:

- (i) List of capture material generated so far (film, audio, interview transcripts etc.) NB do not provide *actual* material, but rather a clear catalogue of what you have generated.
- (ii) List of background research materials and resources consulted.
- (iii) Mention of unforeseen methodological or practical difficulties and/or changes to the original plan.
- (iv) Brief outline of how you will proceed to the next phase, including your timetable for editing, synthesising, revising, completing.
- (v) A clear, cogent statement as to your project's *angle* or 'thesis'. Identifying the *central* idea to your project is of key importance.

Marking criteria: This assessment task will be assessed on specific criteria including *clarity of content*, *creative* components and *realisation* of aims. In particular Project Stage 2 will be assessed for the following qualities:

- (i) The originality and potential story quality of the material recorded or gathered so far
- (ii) The depth, extent and the imagination shown in the research.
- (iii) The collaborative strength of the project so far, including demonstrated ability to recognise and attempt to creatively negotiate difficulties which may arise.
- (iv) The clarity of the report presented.
- (v) The ability to deal creatively with unforeseen difficulties and exigencies.

On successful completion you will be able to:

- Generate sophisticated ideas and concepts for Creative Media works.
- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.

Analysis of text(s)

Due: **Week 8, 6 October**

Weighting: **30%**

Choose *two* publicly accessible non-fiction media texts and produce a concise critical analysis of them with regard especially to their aesthetic and narrative qualities. At least *one* of your chosen texts must be multi-platform.

Marking criteria: This task will be assessed on specific criteria including *clarity of content*, *creative* components and *realisation* of aims. In particular, marks will be awarded for the success with which you:

- (i) Choose subjects for your analysis.

- (ii) Are able to go “below the surface” in your analysis.
- (iii) Are able to enunciate fresh, less-obvious observations about your media exemplars.
- (iv) Locate your exemplars in relation to current media landscapes and practices.
- (v) Bring to your analysis an awareness of literary, narrative, expository, design and other strengths and values.
- (vi) Can enact a detached, rigorous, critical analysis
- (vii) Are able to express yourself in concise, eloquent, grammatically and syntactically acceptable prose.

A more detailed brief for this assignment will be provided in-class.

On successful completion you will be able to:

- Synthesise and analyse texts (creative and critical) in the specific Creative Media field.

Completed project

Due: **Week 12, 3 November**

Weighting: **20%**

Present your finished media project to class. Discuss, assess, critique your efforts.

Marking criteria: This task will be assessed on specific criteria including *clarity of content*, *creative* components and *realisation* of aims. Criteria particular to this stage of the project will include:

- (i) Timeliness project management qualities.
- (ii) Intrinsic qualities of the project itself, as finished work. These might include overall originality; artistic, narrative, visual, sonic, production values; and so on. The work will also be assessed on the understanding that a multi-platform creative work to some extent will set its own creative agenda, propose its own, possible entirely new values. Assessment thus will also include adjudication of how well the work achieves its own aims, judged on its own terms.
- (iii) Collaborative qualities. Evidence of creative and collegial approach to both successes and difficulties encountered.

On successful completion you will be able to:

- Adapt discipline-specific knowledge in Creative Media to novel situations.

Delivery and Resources

Classes will take place in Room 246, Bldg Y3A and in the Futures Lab, (Y3A).

First session will be held Monday, 3 August, 12:00-2:00pm in Room 246. Thereafter meeting times and Futures Lab access will be by arrangement.

Technical arrangements will be made with Mike Baber of the Futures Lab regarding any necessary additional skills acquisition and access to equipment for production purposes, and schedules will be developed subject to availability of staff and resources. Further details on this will be provided in-class at our first meeting, 3 August.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Generate sophisticated ideas and concepts for Creative Media works.
- Synthesise and analyse texts (creative and critical) in the specific Creative Media field.
- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.
- Adapt discipline-specific knowledge in Creative Media to novel situations.

Assessment tasks

- Project Stage 1
- Analysis of text(s)

- Completed project

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Generate sophisticated ideas and concepts for Creative Media works.
- Synthesise and analyse texts (creative and critical) in the specific Creative Media field.
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Assessment tasks

- Project Stage 1
- Analysis of text(s)
- Completed project

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Generate sophisticated ideas and concepts for Creative Media works.
- Synthesise and analyse texts (creative and critical) in the specific Creative Media field.

Assessment tasks

- Project Stage 1
- Project stage 2
- Analysis of text(s)

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Adapt discipline-specific knowledge in Creative Media to novel situations.

Assessment task

- Completed project

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.

Assessment task

- Project Stage 1

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.
- Adapt discipline-specific knowledge in Creative Media to novel situations.

Assessment tasks

- Project Stage 1
- Completed project