



# MECO802

## Futures Lab

S1 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

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### **Disclaimer**

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## General Information

### Unit convenor and teaching staff

Convener/Lecturer

Dr. Andrew Frost

[andrew.frost@mq.edu.au](mailto:andrew.frost@mq.edu.au)

Y3A 165G

By appointment

Tutor

Dr. Intan Paramaditha

[intan.paramaditha@mq.edu.au](mailto:intan.paramaditha@mq.edu.au)

By appointment

### Credit points

4

### Prerequisites

Admission to MFJ and 16cp in 800 level units

### Corequisites

### Co-badged status

MECO846

### Unit description

This unit combines high-level critical analysis of media production with practical editorial experience. Students will collaborate to develop, design, produce and curate an online editorial project. The unit provides an opportunity for students to hone their editorial skills, experiment with new technologies and forms of storytelling and to build a real-world audience. They will also contextualise this work with a critical analysis of journalism as a practice and product.

## 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:

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment

Design, plan and create a professional editorial presence in the form of an online resource

Evaluate and refine the working and use of the futures lab as a digital editorial hub.

Explain and critically appraise the digital production process

## Assessment Tasks

Name	Weighting	Due
<a href="#">Production Journal</a>	20%	Weekly
<a href="#">Proposal/Research Report</a>	30%	5pm, April 1 2016
<a href="#">Project Portfolio</a>	50%	5pm, June 6 2016

### Production Journal

Due: **Weekly**

Weighting: **20%**

Students will keep a weekly record of their progress through the unit via a blog. This exercise is about engagement and participation and you are encouraged to take risks and experiment with the form of a journal, its content and its use of a variety of media.

You will update your blog with at least **one 500 word**, or **two 250 word** posts for each week of semester

Your blog will be assessed in week 12 as a whole and no additional submissions are necessary.

#### Marking Criteria

- The success of the individual posts to meet the brief
- Your reflections on your contributions to a collaborative project
- Your engagement with the project

On successful completion you will be able to:

- Analyse and engage with advanced theories of editorial production and reception
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- Explain and critically appraise the digital production process

# Proposal/Research Report

Due: **5pm, April 1 2016**

Weighting: **30%**

Working as part of an editorial team, you will develop and produce an online editorial project. The topic and methodology will be devised in consultation with the unit convener and tutor.

You will produce editorial content including text, video, audio etc at a professional level output.

In the first step in this process you will submit a research report on the proposed project based on a survey of the scholarly literature, news reporting, market and field research and your work as an editorial team.

Your report will contain the following elements:

- 1) A 500 word description of the proposed editorial project that sets out your editorial vision and plan.
- 2) Each report will contain a brief case study of between 850 and 1000 words on a new (or future) form of journalistic practice (ie data journalism, social media, native advertising, personal brand journalism, podcasts, inews etc) and make a case for its inclusion in your proposed editorial product.
- 3) A 500 word reflection that outlines your contributions to the development of this product and the challenges and opportunities of collaboration.
- 4) A Selected annotated bibliography that identifies the key theories, examples and research that motivates your contribution to the editorial vision. Your annotations should be brief: a short summary of the text and what you take from it.

**Your report should be submitted as a single document via the Turnitin link on the iLearn site.**

## Marking Criteria

- Your ability to identify and secure a suitable industry partner, meeting your brief and identifying problems and creative solutions
- The quality of the written proposal's structure, content and style and its success as a form of persuasive communication
- The relevance of your case study and the quality of your critical analysis
- The depth and breadth of your annotated bibliography and your ability to contextualise this project within larger debates about the future of journalism
- Your critical analysis of the collaborative project as expressed in your reflection

On successful completion you will be able to:

- Analyse and engage with advanced theories of editorial production and reception

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- Design, plan and create a professional editorial presence in the form of an online resource
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- Explain and critically appraise the digital production process

## Project Portfolio

Due: **5pm, June 6 2016**

Weighting: **50%**

You will compile a portfolio of highlights from the project produced as a part of an editorial team, and a 1000 word reflection that contextualises your work, explains your contribution to the editorial process, and identifies opportunities for future journalism based on both the successes and shortcomings of the project as a whole.

Highlights may include: news articles, features, journalistic uses of social media platforms, video, audio, images and other forms as discussed with the unit convener.

Students should submit the equivalent of apx. 3000 words of text (apx. 4-6 pieces of work).

A single document (containing both copies and hyperlinks to the work in situ) should be submitted via the Turnitin link on the unit's iLearn page.

### Marking Criteria

- The success of your work as discrete pieces of journalism including the rigour of your reporting, the quality of your storytelling, and your use of your chosen medium.
- Your approach to each genre including the quality of its structure, content and style
- How your body of work contributes to the team's editorial mission and style
- Your reflection will be assessed on your ability to contextualise this project within larger debates about the future of journalism

On successful completion you will be able to:

- Analyse and engage with advanced theories of editorial production and reception
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## Delivery and Resources

### Classes

Times and locations of unit tutorials can be found on Macquarie University [Timetables](#).

### Technology Used and Required

Access to iLearn, to university library databases and a computer to complete written assignments is essential. You will need access to appropriate software in order to complete the portfolio assignments to a suitable professional level.

### Assessments

You must complete all components of this course in order to pass the unit. Work submitted late without extension and/or proof of illness or serious misadventure submitted and approved via Ask.mq will incur a **5% penalty for each day** after the due date.

### Assignment Submissions

All written work must be submitted to Turnitin, via the link on iLearn. Please make sure your full name and student number appear on the first page of your document. Students should ensure that they can receive emails sent to their MQ email address.

## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](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/](https://students.mq.edu.au/support/student_conduct/)

### Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they

are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

## 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](http://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](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/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

## Graduate Capabilities

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

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
- Design, plan and create a professional editorial presence in the form of an online resource
- Evaluate and refine the working and use of the futures lab as a digital editorial hub.
- Explain and critically appraise the digital production process

### Assessment tasks

- Production Journal
- Proposal/Research Report
- Project Portfolio

## 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

- Analyse and engage with advanced theories of editorial production and reception
- Design, plan and create a professional editorial presence in the form of an online resource
- Explain and critically appraise the digital production process

### Assessment tasks

- Production Journal
- Proposal/Research Report
- Project Portfolio

## 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**

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
- Design, plan and create a professional editorial presence in the form of an online resource
- Evaluate and refine the working and use of the futures lab as a digital editorial hub.
- Explain and critically appraise the digital production process

## **Assessment tasks**

- Production Journal
- Proposal/Research Report
- Project Portfolio

## **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**

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
- Design, plan and create a professional editorial presence in the form of an online resource
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- Explain and critically appraise the digital production process

## **Assessment tasks**

- Production Journal
- Proposal/Research Report
- Project Portfolio

## 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 outcomes

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
- Design, plan and create a professional editorial presence in the form of an online resource
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### Assessment tasks

- Production Journal
- Proposal/Research Report
- Project Portfolio

## 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 outcomes

- Analyse and engage with advanced theories of editorial production and reception
- Design, plan and create a professional editorial presence in the form of an online resource
- Explain and critically appraise the digital production process

### Assessment tasks

- Production Journal
- Proposal/Research Report
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## Changes since First Published

Date	Description
14/02/2016	Date of 1st assessment changed from March 24 to April 1