



# MECO802

## Futures Lab

S2 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

Lecturer

Margie Borschke

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Contact via email

Y3A 159

by appointment

Credit points

4

Prerequisites

Admission to MFJ and 16cp in 800 level units

Corequisites

Co-badged status

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

## General Assessment Information

All assessment submissions are online.

Submit both your proposal and portfolio assessments via the relevant turnitin boxes on the iLearn page.

Late Submissions Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

## Assessment Tasks

Name	Weighting	Due
<u>Proposal/Research Report</u>	40%	September 9, 2015
<u>Portfolio of work</u>	60%	November 11, 2016

### Proposal/Research Report

Due: **September 9, 2015**

Weighting: **40%**

Each student will submit a research report on the proposed editorial product 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 product that sets out your editorial vision and plan. You should write this as a pitch to your industry partner. Your pitch will be based on a) your group presentation to the industry partner and b) the in-class feedback your receive on this pitch in week 6.
- 2) Each report will contain a brief case study (apx 850-1000 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.

Further instructions will be posted to iLearn and discussed in class.

Your report should be submitted as a single document via the turnitin box on the iLearn site.

Proposal will be assessed on the following criteria:

- 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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- Explain and critically appraise the digital production process

## Portfolio of work

Due: **November 11, 2016**

Weighting: **60%**

### Students will submit:

- a portfolio of work (apx. 3-6 discrete pieces of journalism depending on length of your pieces; equivalent to 3000 words\*) selected from their collaborative editorial project;
- a 1000 word reflection that contextualises your work, explains your contribution to the editorial process, and identifies future opportunities and challenges based on both the successes and shortcomings of your project as a whole.

Your portfolio may include: news articles, feature article, journalistic uses of social media platforms, video, audio, curated lists, images and other forms as discussed with the lecturer. Students should submit the equivalent of apx. 3000 words of text (apx. 4-6 pieces of work).

**What you will submit:** A single document (containing both copies and links to the work *in situ*) should be submitted via the Turnitin box on iLearn.)

### Your Portfolio will be assessed on:

- The success of your 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 or form including the quality of the story's 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

\*1000 words of text is apx 3-5 minutes of video

On successful completion you will be able to:

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## Delivery and Resources

Links to weekly activities and suggested readings are available on iLearn.

## 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\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](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

## 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
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- 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

- Proposal/Research Report
- Portfolio of work

### 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
- 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

- Proposal/Research Report
- Portfolio of work

## 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
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- Explain and critically appraise the digital production process

### Assessment tasks

- Proposal/Research Report
- Portfolio of work

## 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

- Proposal/Research Report
- Portfolio of work



## 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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- Explain and critically appraise the digital production process

### Assessment tasks

- Proposal/Research Report
- Portfolio of work

## 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
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### Assessment tasks

- Proposal/Research Report
- Portfolio of work