MECO833

Special Topic

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Convenor
Associate Professor Peter Doyle
peter.doyle@mq.edu.au
Contact via Email please (not phone)
Y3A 151

Credit points
4

Prerequisites
16cp at 800 level and admission to MCrMedia or MCrInd or MFJ or MIntComm or MIntCommMIntRel or MIntBusMIntComm

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
Textual analysis	30%	Tuesday Week 4
Project proposal	30%	Tuesday week 7
Major project	40%	Tuesday week 13

Textual analysis

Due: **Tuesday Week 4**
Weighting: **30%**

Assessment 1

Story analysis

Write a concise analysis of a publicly accessible non-fiction media text, using (1) the techniques and analytical tools that have been discussed in class and (2) any other analytical tools and methods, as you see fit.

Pay special regard to the text's (a) narrative structure and (b) the degree of sophistication and innovativeness of its storytelling.

The choice of text is up to you: short story, film, video clip, comic or graphic novel, audio, podcast, poem, broadcast, installation, museum exhibit, artwork, online content etc but the text you choose must have a *significant narrative component*. You could also consider for analysis a short speech, sermon, essay, or public communication of some sort. (You *may* choose a less overtly narrative form, such as say, a piece of music or abstract artwork and analyse its storytelling aspects, but this must be discussed with the unit convenor first.)

An *entire* feature film or novel is too large for this assignment, but you may choose a scene from a film or section of a novel. (Discuss with convenor.)

Some of the aspects you *might* consider in your analysis:

-- How the separate "pieces" of story are put together. How the piece uses such devices as dynamic contrast.

-- To what extent (and how successfully) the story uses "arc" or other narrative shapes.

-- The extent to which the story works with the audience's expectations or deliberately thwarts expectations. Or, to put it another way, does the piece broadly fit in to an established style or genre or does it seek to break genre boundaries down? Does it "mix and match" in creative and innovative ways?

-- Is the storytelling honest? Is it ethical? Does it seek to evoke authentic emotion or is it manipulative, or is it both? Is the storytelling strategy one of simplicity or complexity? And so on. (Try to think of all the options and methods available to the storyteller(s) and assess how

successfully they have chosen.)

-- How does the storytelling define and locate its potential audience? Who is it aimed at?

-- To what extent the story uses *difficulty* or strangeness to more deeply engage audience. (Or if it deliberately uses simplicity, how well is this achieved?)

-- What does the story *claim* to be saying? What is it *really* saying? (Or, ask yourself, first, "What is this story about?" Then, "But what is it *really* about?"

-- The voice and the mood of the piece.

-- What's going on the surface, what's going on down deep?

-- And maybe most important of all, how does the piece work on *you* – how *exactly* does it manage to "press your buttons" (or fail to do so).

And so on.

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 the item 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.

This Assessment Task relates to the following Learning Outcomes:

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

Submission: via Turnitin on iLearn by the required date and time.

Late Submissions: 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.

On successful completion you will be able to:

- Generate sophisticated ideas and concepts for Creative Media works.
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Project proposal

Due: **Tuesday week 7**

Weighting: **30%**

Assessment 2

Written proposal for research OR production project. This proposal will outline what you intend to produce for your Major Project (Assessment 3, see below).

Your proposal must include:

(1) One paragraph summary of the project.

(2) Brief description of project

(3) A clear production timetable (if your project is a media production, creative practice work.

(4) If your project is **group work**, then your proposal must clearly outline what roles each group member will fulfill.

NB If your project is a group work then the proposal must clearly reflect input from each group member, and the total word length of the assignment will change accordingly. (Discuss with convenor!)

(5) Regardless of which type of major assignment you intend to produce your proposal must include a bibliography of works to be used. Your bibliography will need to clearly indicate what theoretical or methodological works you will be using, as well as what texts (print media, video, audio, web material etc) your will be analysing. The bibliography should include only texts that you intend to use in your major assignment.

Your bibliography should also include a section (up to 500 words) on how/why you have chosen these particular texts.

(6) If appropriate, your proposal should also include a research portfolio, listing what external resources, databases, information sources will you use to inform and to ground your work.

(7) Your proposal should be accompanied by a separate one page (max!) clear, engaging simple PITCH for your project, which will be workshopped in class. (Suggestion: do this *last*, after you've had a chance to thoroughly think through your proposal.)

Marking criteria:

Key criteria for assessing this task include:

(i) Clarity of content

(ii) Precision and grammatical correctness of written expression

(iii) Ambitiousness, novelty and imagination of the proposed project

(iv) The practical "realisability" of the proposed project.

(v) The thoroughness of the bibliography, and evidence that you have sought out and located appropriately rigorous scholarly sources.

(vi) Evidence that you have responded creatively and diligently to the key themes of the unit so far, and have thoroughly acquainted yourself with the essential readings, recommended literature and key narrative examples cited in the course.

This Assessment Task relates to the following Learning Outcomes:

- Generate sophisticated ideas and concepts for Creative Media works.

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

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On successful completion you will be able to:
- Demonstrate professional technical competence, abilities to collaborate creatively and meet professional standards.
- Adapt discipline-specific knowledge in Creative Media to novel situations.

Major project

Due: **Tuesday week 13**
Weighting: **40%**

Assessment 3

Major Assignment

Choose **one** of the two following options.

(1) Drawing on the ideas that have been investigated through the course of the semester, **rigorously analyse a media product** (film, print media, book, comic, script, theatre or performance piece, graphic novel, audio recording, web item, installation, exhibition) in regard to its storytelling methods, qualities, ethics and effectiveness.

OR

(2) Drawing on the ideas that have been investigated through the course of this semester, **produce an original media work,** focussing in particular on storytelling values. If you choose

this option your project must also include an accompanying analysis /critical summary of models or like-products which structurally relate to your own project. (For example, were you to produce a podcast, you might choose a number of outstanding podcasts to briefly analyse and critically comment upon, as a way of setting a context for your own project. Were you to write a short memoir, you might choose one or two standout memoirs for examination. And so on)

OR

(3) Propose a project (group or individual) of your own that is consistent with the aims and learning outcomes of this unit. For this option, it is essential that you discuss the idea with course convenor and get his/her approval before mid semester break.

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) If you choose a **creative work**, then the intrinsic story qualities of the finished project itself, as finished work, will be of major importance. These qualities might include overall originality; artistic and narrative values; and so on. Assessment thus will also include adjudication of how well the work achieves its own aims, judged on its own terms.

(ii) If you do a group creative work, then **collaborative** aspects and processes will be assessed, based on evidence of creative and collegial approach to both successes and difficulties encountered. Marks will be awarded for individual contributions as well, (which are to be clearly foreshadowed in Assessment 2, Project Proposal)

(iii) Marks will be awarded according to how constructively you respond to the feedback given for the previous assignment, (Assessment 2, Proposal)

Most significant criteria for analytical components will include:

(i) Demonstrated ability to integrate ideas and concepts discussed in this unit into a coherent work...

(ii) Clarity and rigorousness of the analysis.

(iii) Demonstrated breadth of background reading.

(iv) Demonstrated abilities to apply analytical tools.

(v) Originality and depth of the analysis.

This Assessment Task relates to the following Learning Outcomes:

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

Submission: via Turnitin on iLearn by the required date and time.

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Delivery and Resources

Delivery and Resources

Technical arrangements and material support will be provided on a case-by-case basis. As this unit focusses primarily on narrative, storytelling dynamics and structure, technical expertise and production accomplishment *per se* are not major learning outcomes or assessment criteria.

If the unit convenor determines that technical support is appropriate and feasible, students will be referred to relevant tech support team members: Marcus Eckermann (Screen Production), Ben Nash (Music), Peter Ring (Radio), Mike Baber (Futures Lab), John Cook (Labs 002 & 006) and Holly Robinson. Please do not contact support staff without first discussing technical requirements with unit convenor.

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/

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.

Additional information

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

MMCCS Session Re-mark Applicationhttp://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 Enquiry Service

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

Equity 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.

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.

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New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/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

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.*

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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

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

Assessment task

- Major project

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

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

Assessment task

- Textual analysis

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 proposal
- Major project

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 tasks

- Project proposal
- Major 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 tasks

- Textual analysis
- Major project

Changes since First Published

Date	Description
13/09/2016	Minor typo removed ("Assoiate" replaced with "Associate").
02/08/2016	sentence re submission deleted as per request