MECO845
Creative Production Portfolio
S1 Day 2016

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Convener/Lecturer
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By appointment

Tutor
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By appointment

Credit points
8

Prerequisites
Admission to the MCrMedia or MCrInd or MFJ and 32cp at 800 level

Corequisites

Co-badged status

Unit description
This capstone unit provides a platform for students to complete a significant production folio to professional standards in a chosen area of specialisation. Students apply and integrate concepts from their program into real-world contexts through the production of a major work or collection of smaller works. Students research, design, and produce a folio and develop a multi-platform audience engagement plan. The production processes and outcomes are publicly distributed and students critically evaluate the quality and level of engagement.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Identify and scope a suitable portfolio that is responsive to resource and time limitations
2. Analyse and engage with advanced theories of production and audience development
3. Effectively analyse and incorporate critical feedback into work processes and outputs
4. Evaluate and refine approaches to production in a networked context
5. Design, plan, and create content for professional creative industries environments
6. Synthesize and apply theoretical knowledge to an area of production specialization
7. Deliver production outcomes that meet professional standards
8. Communicate in a manner conforming to accepted academic standards in both written and spoken form

**Assessment Tasks**

<table>
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<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tr>
<td>Research &amp; Development</td>
<td>30%</td>
<td>5pm Friday, April 11 2016</td>
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<tr>
<td>Portfolio Release</td>
<td>40%</td>
<td>5pm Friday, May 13, 2016</td>
</tr>
<tr>
<td>Portfolio Assessment</td>
<td>30%</td>
<td>5pm, Friday June 3, 2016</td>
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**Research & Development**

Due: 5pm Friday, April 11 2016
Weighting: 30%

**Folio Design**

You will design a multi-platform portfolio in a format best suited to enhancing a user’s experience of your work.

The portfolio will be a website or blog, linked social media accounts and/or any other relevant media containing previously produced works such as a single major work [text, video, audio, etc], or a collection of smaller works, with additional texts and media to support and expand a user’s interaction with the portfolio.

At the end of Week 6 you will submit to the unit lecturer a URL for a beta test quality portfolio - that is, where most functionality and content is in place - for assessment.

**Engagement Plan**

In conjunction with the development of the portfolio, you will also develop a multi-platform engagement plan.

After researching examples of professional portfolios, websites, blogs etc that use creative and effective strategies to highlight and enhance a similar portfolio, you will write a **500 word [minimum] critical assessment** of these examples analysing design, content and distribution strategies and their effectiveness.

You will then produce a **250 word [minimum] engagement plan** for your own portfolio outlining how each aspect of the platforms used will engage an audience and how you will measure their overall effectiveness.
The critical assessment, engagement plan, and portfolio link will be submitted by 5pm, Friday March 8, 2016 to Turnitin via the unit’s iLearn page.

Marking Criteria

- Appropriate and effective use of portfolio format
- Technically proficient use of portfolio format
- Written expression and research at an appropriate graduate level
- Depth and detail of research

This Assessment Task relates to the following Learning Outcomes:

- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Design, plan, and create content for professional creative industries environments
- Synthesize and apply theoretical knowledge to an area of production specialization
- Communicate in a manner conforming to accepted academic standards in both written and spoken form

Portfolio Release

Due: 5pm Friday, May 13, 2016
Weighting: 40%

After the assessment, marking and feedback of your portfolio at the beta stage by the unit lecturer, you will further develop the portfolio to go live no later than the end of Week 9. Once the portfolio is live you will then begin your engagement plan. An assessment of the final live portfolio will be conducted in Week 10 with feedback and a mark provided via email as soon as possible thereafter.

Marking Criteria

- Demonstrated development of the portfolio based on critical feedback
- Technically proficient use of the portfolio platforms, support materials and other media
- Written expression at a professionally appropriate level

This Assessment Task relates to the following Learning Outcomes:

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards
- Communicate in a manner conforming to accepted academic standards in both written and spoken form

**Portfolio Assessment**

**Due:** 5pm, Friday June 3, 2016  
**Weighting:** 30%

You will evaluate the quality and level of engagement with your portfolio and then write a **500 word [minimum]** critical assessment. This evaluation will take into account the results of various tools for measuring engagement such as statistics and analytics and any other measurable or notable evidence of engagement such as comments, feedback or media coverage. While offering an interpretation of the success of your engagement plan you will also discuss how that evaluation will determine the future development of the portfolio.

The assessment is due at the end of Week 12, at 5pm on Friday June 3, 2016 and will be submitted to Turnitin via the unit's iLearn page.

**Marking Criteria**

- Use of appropriate and effective statistics and analytics
- Depth and detail of research
- Written expression and research at an appropriate graduate level

This Assessment Task relates to the following Learning Outcomes:

- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Design, plan, and create content for professional creative industries environments
- Synthesize and apply theoretical knowledge to an area of production specialization
- Communicate in a manner conforming to accepted academic standards in both written and spoken form

**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:


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](http://www.mq.edu.au/policy/docs/) 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](http://ask.mq.edu.au). For more information visit [eStudent](http://esstudent.mq.edu.au).

**MMCCS Re-mark Procedure:**

Student Support
Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](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 Enquiry Service**
For all student enquiries, visit [Student Connect at ask.mq.edu.au](http://ask.mq.edu.au)

**Equity Support**
Students with a disability are encouraged to contact the [Disability Service](http://students.mq.edu.au/disability/) 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://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](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

**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**

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Design, plan, and create content for professional creative industries environments
• Synthesize and apply theoretical knowledge to an area of production specialization
• Deliver production outcomes that meet professional standards

Assessment tasks
• Research & Development
• Portfolio Release

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
• Identify and scope a suitable portfolio that is responsive to resource and time limitations
• Analyse and engage with advanced theories of production and audience development
• Effectively analyse and incorporate critical feedback into work processes and outputs
• Evaluate and refine approaches to production in a networked context
• Design, plan, and create content for professional creative industries environments
• Synthesize and apply theoretical knowledge to an area of production specialization
• Deliver production outcomes that meet professional standards
• Communicate in a manner conforming to accepted academic standards in both written and spoken form

Assessment tasks
• Research & Development
• Portfolio Assessment

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
• Identify and scope a suitable portfolio that is responsive to resource and time limitations
• Analyse and engage with advanced theories of production and audience development
Effectively analyse and incorporate critical feedback into work processes and outputs
Evaluate and refine approaches to production in a networked context
Synthesize and apply theoretical knowledge to an area of production specialization
Deliver production outcomes that meet professional standards

Assessment tasks
- Research & Development
- Portfolio Assessment

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
- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

Assessment tasks
- Research & Development
- Portfolio Release
- Portfolio Assessment

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
- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Effectively analyse and incorporate critical feedback into work processes and outputs
• Evaluate and refine approaches to production in a networked context
• Design, plan, and create content for professional creative industries environments
• Deliver production outcomes that meet professional standards
• Communicate in a manner conforming to accepted academic standards in both written and spoken form

Assessment tasks

• Research & Development
• Portfolio Release
• Portfolio Assessment

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

• Identify and scope a suitable portfolio that is responsive to resource and time limitations
• Deliver production outcomes that meet professional standards

Assessment tasks

• Research & Development
• Portfolio Release