MAS 110

Introduction to Digital Media

S1 Day 2017

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Unit Convenor
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Y3A 193B
By appointment

Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
From the printing press to citizen journalism, from the telegraph to online gaming; how has digital media evolved to its present-day state? This unit introduces students to contemporary digital media including web and computer technologies, interactive media and games, image and video, and sound, providing a contextual look at their existence. Students will think critically about how technologies are shaped, and how they shape us, as well as considering the histories and uses of various platforms. Teaching is geared towards forming a foundational knowledge of media theory, as well as developing crucial analytical skills. Additionally, students will undertake self-directed and collaborative projects involving hands-on digital media production. The unit is interdisciplinary in scope, with an emphasis on innovative digital media forms and practices today.

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:

Demonstrate an understanding of how technology interacts with media practices and cultures

Analyse and critique various contemporary media with regard to media theory and key

precedents

Assess the historical and technological development of present-day media forms

Formulate arguments and creative works based on appropriate research and incorporating academic references

Develop academic communications skills through use of online learning systems

General Assessment Information

Late Submissions

Assessment tasks above 10%: No extensions will be granted. Students who submit late work will receive a penalty of **10% per day (including weekends).** This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

Online quizzes: Cannot be attempted after the closing date unless a Disruption to Studies application has been approved.

Tasks 10% or less: No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded **a mark of 0 for the task,** except for cases in which an application for Disruption to Studies is made and approved.

Expectations of students

The following is embedded in Macquarie University's Assessment Policy (5.4.4).

Students are responsible for their learning and are expected to:

- actively engage with assessment tasks, including carefully reading the guidance provided, understanding criteria, spending sufficient time on the task and submitting work on time;
- read, reflect and act on feedback provided;
- actively engage in activities designed to develop assessment literacy
- provide constructive feedback on assessment processes and tasks through student feedback mechanisms
- ensure that their work is their own

Feedback in this unit

Feedback (on assessments and learning) is provided in several ways throughout this unit. How useful feedback is depends on what you do with it. (Adapted from 'Feedback is a Dialogue' – University of Strathclyde Glasgow)

Sources of Feedback in this Unit

Formal:

- Immediate feedback in response to questions completed in the online quiz
- General comment, rubric and in-text comments attached to assignments marked in GradeMark

Informal:

- Comments from your tutor in discussions and unit activities
- Through the 'announcement' function in iLearn if there are points of relevance to the whole class
- Personal reflections during the course on learning

Individual:

- In email communication with individual students where comments are made by the tutor or convenor in response to questions related to course activities
- In personal consultations by phone or face to face as requested by appointment

Assessment Tasks

Name	Weighting	Hurdle	Due
iLearn Quiz 1	15%	No	11:59pm Sunday, Week 5
Literature review	30%	No	11:59pm Sunday, Week 7
iLearn Quiz 2	15%	No	11:59pm Sunday, Week 12
Major Assignment	40%	No	11:59pm Sunday, Week 13

iLearn Quiz 1

Due: **11:59pm Sunday, Week 5**
Weighting: **15%**

Students will undertake a timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to readings, lectures, and tutorial discussions undertaken thus far in the unit. The quiz must be taken individually and requires students to have completed all MAS110 material, including lectures and readings, from Weeks 1 to 5.

This assignment should be completed in a timely fashion and the quiz will close automatically at the stated deadline. Late attempts will only be allowed if accompanied by a medical certificate or other evidence of disruption to studies.

Assessment criteria

• Number of multiple-choice questions answered correctly

On successful completion you will be able to:

- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents
- Assess the historical and technological development of present-day media forms

Literature review

Due: **11:59pm Sunday, Week 7**
Weighting: **30%**

Pick a specific topic and case study to research, which relates explicitly to one or more of the areas covered in MAS110. Complete a literature review of your topic/case study, addressing the following:

- An introduction to your topic/case study
- The research areas and theories/theorists it will draw on
- A review of relevant literature and explanation of the literature's relevance to your topic/ case study
- A conclusion evaluating the literature reviewed, including strengths/weaknesses and gaps

The literature should be 1000 words in length (+/- 10%) and fully referenced in APA style.

Note:

At least 4 original academic sources should be included in your literature review. MAS110 set or suggested readings do not count towards this number.

Assessment Criteria

- Suitability of topic
- Engagement with literature and relevance to topic (4 sources not including MAS110 readings)
- Accuracy of APA referencing
- Writing style and presentation

On successful completion you will be able to:

- Demonstrate an understanding of how technology interacts with media practices and

cultures
- Formulate arguments and creative works based on appropriate research and incorporating academic references
- Develop academic communications skills through use of online learning systems

iLearn Quiz 2

Due: **11:59pm Sunday, Week 12**
Weighting: **15%**

Students will undertake a timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to readings, lectures, and tutorial discussions undertaken thus far in the unit. The quiz must be taken individually and requires students to have completed all MAS110 material, including lectures and readings, from Weeks 6 to 11.

This assignment should be completed in a timely fashion and the quiz will close automatically at the stated deadline. Late attempts will only be allowed if accompanied by a medical certificate or other evidence of disruption to studies.

Assessment criteria

• Number of multiple-choice questions answered correctly

On successful completion you will be able to:
- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents
- Assess the historical and technological development of present-day media forms

Major Assignment

Due: **11:59pm Sunday, Week 13**
Weighting: **40%**

Students will undertake a research project relating **academic theor(y/ies)** of their choice to a **topic/case study** of their choice. This assignment includes two parts: a video, and a fully referenced transcript/script of the video which includes a hyperlink to the video.

Length: The video should be between 3 and 4 minutes in length. There is no word limit on the transcript, but it must accurately include all spoken content and text included in the video as well as references.

Submission: The video will be uploaded to YouTube, Vimeo, or any other online video service which is accessible via URL. The video should be uploaded as a unlisted video (i.e. accessible only via clicking the link directly). The transcript, including a URL/hyperlink to the video, will be submitted to the Turnitin link on MAS110 iLearn. Both components must be submitted before the

due date, or a lateness penalty will be incurred.

Form: The **video** should present your research project clearly and effectively. You may choose to present your project as a video essay, a vlog, a short film, or other creative approach. You will be assessed on the content of your presentation and research, as well as the effectiveness and clarity of your presentation. Consider the best way to convey your message, using visuals, scripting, annotations, music, and so on. If you are unsure whether your approach is suitable, discuss it with your tutor. The **transcript** must accurately include all spoken content and text included in the video. The transcript should be fully referenced in APA style. Any non-original content used in the video (such as music, photographs, images, etc.) must also be attributed in the transcript, using Creative Commons referencing (if applicable) or APA style.

Content: The project will critically analyse the selected topic/case study using the chosen theor(y/ies). The project should not just give a technological description, nor a historical narrative of the case study. It must explore the cultural, social and political dimensions and impacts of the technology, and make a specific argument. Projects must demonstrate the student's ability to apply the chosen academic theor(y/ies) to the chosen technological case study. Projects should show an understanding of key concepts discussed in MAS110, and build upon ideas from the required readings, as well as showing explicit evidence of self-directed academic research via referencing shown in the transcript. A minimum of 4 suitable academic sources should be used. Workshops concerning the Major Assignment will be held during tutorials, and should be used to ask your tutor specific questions regarding your own project.

Note: You may **not** use any audiovisual materials in your creative project to which you do not have the appropriate rights (e.g. embedding someone else's YouTube video in your YouTube video), as this breaches the policies of media services including YouTube and Vimeo. You may use self-created material, public domain material, or (appropriately cited and licensed) Creative Commons material. If the service detects that you are using copyrighted material in your creative work, it may remove your work, thus preventing your tutor from marking it. **Ensuring that your work does not breach copyright and these websites' terms and conditions is your own responsibility.**

Assessment Criteria:

- Suitability of topic/case study
- Engagement with suitable academic theory and resources
- Effectiveness of video presentation
- Writing style, presentation, and referencing in transcript

On successful completion you will be able to:

- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents
- Assess the historical and technological development of present-day media forms

- Formulate arguments and creative works based on appropriate research and incorporating academic references
- Develop academic communications skills through use of online learning systems

Delivery and Resources

Lectures:

MAS110 lectures are ONLINE ONLY. The weekly lecture should be viewed before the week's tutorial. Students are expected to engage with lectures, take notes, and to actively relate lecture content to tutorial discussions, online participation, and assessments.

Tutorials:

Tutorials begin in WEEK 1. Participation in tutorial activities is a compulsory part of MAS110. Students are expected to arrive punctually and actively participate in class. Tutorials are used to work through concepts and content from lectures and readings, and will convey important information relating to unit assessments, including workshopping upcoming assessments, explaining rubrics, and discussing returned work. Missed tutorials are the students' own responsibility.

Required and recommended texts and/or materials:

All required readings for MAS110 are provided via iLearn. Any further recommended readings or material for each week will be listed on iLearn.

Applying for Disruption to Studies:

Information on the Disruption to Studies Policy, and how to apply, is available here: http://www.students.mq.edu.au/student_admin/manage_your_study_program/disruption_to_studies/

Re-Marks:

The Re-mark Application form is available at http://www.mq.edu.au/pubstatic/public/download/?id=167914

Technologies used:

The iLearn site for MAS110 is accessible at: http://ilearn.mq.edu.au/. A computer and Internet access are required to complete assessments in MAS110. Basic computer and word processing skills are also a requirement.

Assessment Submission:

All assignments for MAS110 will be completed/submitted online, via iLearn or other sites as necessary. Further details on submission will be explained in tutorials.

Return of marked work:

During semester, marked work will be returned to students either online or in tutorials.

Examinations:

There is no exam for MAS110.

Unit Schedule

Week 1: Introduction

Week 2: Internet

Week 3: Computers

Week 4: Image

Week 5: Music

Week 6: Film

Week 7: News

Week 8: Audiences

Week 9: Social media

Week 10: Play

Week 11: Mobility

Week 12: No lecture: Major Assignment workshop

Week 13: No lecture: Study week

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_2016.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 (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

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 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://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.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Analyse and critique various contemporary media with regard to media theory and key precedents
- Formulate arguments and creative works based on appropriate research and incorporating academic references

Assessment tasks

- Literature review
- Major Assignment

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Develop academic communications skills through use of online learning systems

Assessment task

- Major Assignment

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents
- Assess the historical and technological development of present-day media forms
- Formulate arguments and creative works based on appropriate research and incorporating academic references
- Develop academic communications skills through use of online learning systems

Assessment task

- Major Assignment

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents
- Assess the historical and technological development of present-day media forms

Assessment tasks

- iLearn Quiz 1
- Literature review
- iLearn Quiz 2
- Major Assignment

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to

critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of how technology interacts with media practices and cultures
- Analyse and critique various contemporary media with regard to media theory and key precedents

Assessment tasks

- iLearn Quiz 1
- Literature review
- iLearn Quiz 2
- Major Assignment

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcome

- Formulate arguments and creative works based on appropriate research and incorporating academic references

Assessment tasks

- iLearn Quiz 1
- Literature review
- iLearn Quiz 2
- Major Assignment

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication

technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Formulate arguments and creative works based on appropriate research and incorporating academic references
- Develop academic communications skills through use of online learning systems

Assessment tasks

- Literature review
- Major Assignment

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Assess the historical and technological development of present-day media forms
- Develop academic communications skills through use of online learning systems

Assessment task

- Literature review

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

- Develop academic communications skills through use of online learning systems

Changes from Previous Offering

Lecture content and topics have been substantially updated and topics have been redeveloped to better align with MMCCS's other Media units. Assessments have also been

streamlined, removing the In-Class Engagement (10%) assessment and simplifying the Major Assignment.