



# MECO851

## Screen Investigations

S1 Day 2017

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

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### Disclaimer

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## General Information

Unit convenor and teaching staff

Convenor/Lecturer

Kathryn Millard

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Y3A

TBA

Credit points

4

Prerequisites

Admission to MCrMedia or MCrInd or MFJ or MCreIndMFJ

Corequisites

Co-badged status

Unit description

This unit deals with researching and investigating ideas for screen media in a convergent era. It explores techniques for generating and developing ideas for drama, documentary, video essays and hybrid forms. Over the course of the unit, students will be guided through the process of writing, editing and producing and critically evaluating their own screen projects. There will be opportunities to work both individually and collaboratively. Together, students will explore the purpose and role of screen storytelling around the globe. The unit is best suited to those interested in screenwriting, creative process and screen production.

## 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 the practices and aesthetics of developing an online Video Essay from generating ideas to production

Synthesise and build audio-visual storytelling skills through the development of an online Video Essay.

Critically analyse selected audio-visual products.

Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.

Engage in the process of learning

## General Assessment Information

### Unit Requirements and Expectations

Students attend and participate in a **three-hour seminar each week from Weeks 1-8 of Semester 1. Classes begin in Week 1.** You are required to attend all seminars. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed seminars (if the disruption is greater than three days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

Students are expected to read and view materials posted by the Lecturer at the iLearn page for this course.

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 10% per day (including weekends) will be deducted for all late submissions unless Disruption to Studies (including a request for an extension) is approved.

There is no examination for this unit.

### Submitting Assignments

Assignments should be submitted via the link at the Course's iLearn page.

They will be returned to students in class.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Video Essay Concept/Outline</u>	40%	No	17th March 2017
<u>Video Essay Production</u>	50%	No	Week 8
<u>Participation</u>	10%	No	Throughout Semester

### Video Essay Concept/Outline

Due: **17th March 2017**

Weighting: **40%**

#### Assignment 1

Research and Write a Concept/Outline for a 6-8-minute Online Video Essay.

The Concept/Outline should be for a Video Essay that

1. addresses any aspect of screen storytelling, production, aesthetics (fiction, non-fiction or hybrid) that interests you OR
2. addresses a contemporary or historical topic that would make it suitable for dissemination via an online journalism/documentary site.

The Concept/Outline should include

\*your initial screen idea and your intended approach, themes, subject, imagery, argument, narrative or change over time, tone, genre, tone. (As many of these as appropriate to your idea).

\* key images and brief notes on the ways you will research and develop your concept.

\* 2 short online video essays you have sourced that might inspire aspects of your own. Briefly identify what they do effectively that you may draw on.

Your Concept/Outline can be presented as:

a. collage or assembly of images and text (may be delivered as PowerPoint presentation, video, or pdf)

OR

b. a written text

It should be a maximum of 750 words or an equivalent in words and images.

This assignment will be discussed further in MECO 851 seminars. Each student will present their concept to the seminar in Week 3.

**Submission:** via iLearn link

**Assessment Criteria:**

- Identification and refinement of an idea for an online Video Essay
- Suitability of the Concept/Outline as the basis for an engaging online Video Essay
- Evidence of research in more than one media - print, online, visual, audio etc.
- Clarity of expression and presentation

On successful completion you will be able to:

- Demonstrate an understanding of the practices and aesthetics of developing an online Video Essay from generating ideas to production
- Synthesise and build audio-visual storytelling skills through the development of an online Video Essay.
- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.
- Engage in the process of learning

## Video Essay Production

Due: **Week 8**

Weighting: **50%**

### 1. 6-8-minute Online Video Essay.

The Video Essay should:

1. address an aspect of screen storytelling, production, aesthetics (fiction, non-fiction or hybrid) that interests you OR
2. address a contemporary or historical topic that would make it suitable for dissemination via an online journalism/documentary site

The assignment will be discussed in seminars and dedicated screen production support is available. You will be asked to present and discuss a draft edit of your work in Week 7.

Each student should provide a 500 word critical reflection statement identifying the challenges in producing the work and how they responded to them.

### Assessment Criteria

- evidence of in-depth research
- clarity of theme/argument/narrative and its progression
- creative use of audio-visual media including imagery, sound, narration, text-on-screen etc.
- contribution to debates and discussion about the practices of contemporary online screen media.

On successful completion you will be able to:

- Demonstrate an understanding of the practices and aesthetics of developing an online Video Essay from generating ideas to production
- Critically analyse selected audio-visual products.
- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.

- Engage in the process of learning

## Participation

Due: **Throughout Semester**

Weighting: **10%**

Engage in the process of learning by actively participating in all seminars via preparation, individual presentation and contribution to discussion.

On successful completion you will be able to:

- Demonstrate an understanding of the practices and aesthetics of developing an online Video Essay from generating ideas to production
- Critically analyse selected audio-visual products.
- Engage in the process of learning

## Delivery and Resources

**Key viewing and readings** will be available via the course's iLearn page.

Students are encouraged to make use of the Macquarie University Library's extensive books, journals and A/V holdings relevant to this topic. The Convenor is happy to make suggestions relevant to your interests.

**Workshops in camera, sound and editing** will be run by Screen Technical Officer Marcus Eckermann within selected seminars. Marcus is also available for production support.

## 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)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](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](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/disr>

[ption\\_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/](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/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>

## 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.

## 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 an understanding of the practices and aesthetics of developing an online Video Essay from generating ideas to production
- Critically analyse selected audio-visual products.
- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.
- Engage in the process of learning

#### Assessment tasks

- Video Essay Concept/Outline
- Video Essay Production
- Participation

### 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

- Synthesise and build audio-visual storytelling skills through the development of an online Video Essay.
- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.



- Engage in the process of learning

## **Assessment tasks**

- Video Essay Concept/Outline
- Video Essay Production
- Participation

## **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 outcome**

- Critically analyse selected audio-visual products.

## **Assessment tasks**

- Video Essay Production
- Participation

## **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**

- Demonstrate an understanding of the practices and aesthetics of developing an online Video Essay from generating ideas to production
- Synthesise and build audio-visual storytelling skills through the development of an online Video Essay.
- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.
- Engage in the process of learning

## **Assessment tasks**

- Video Essay Concept/Outline

- Video Essay Production
- Participation

## 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

- Critically analyse selected audio-visual products.
- Engage in the process of learning

### Assessment tasks

- Video Essay Concept/Outline
- Video Essay Production
- Participation

## 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

- Develop further skills in creative media projects by taking an idea through several key stages and working with text and images.

### Assessment tasks

- Video Essay Concept/Outline
- Video Essay Production

## Changes from Previous Offering

MECO 851 is offered for the first time in Semester 1, 2016. Student suggestions on special areas of interest are most welcome. Please email the Convenor.