



# MECO845

## Creative Production Portfolio

S1 Day 2017

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

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Policies and Procedures</u>	5
<u>Graduate Capabilities</u>	6

#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Convenor and Lecturer

Margie Borschke

[margie.borschke@mq.edu.au](mailto:margie.borschke@mq.edu.au)

Contact via [margie.borschke@mq.edu.au](mailto:margie.borschke@mq.edu.au)

Y3A 159

After class; by appointment

Credit points

8

Prerequisites

(Admission to MCreIndMFJ or 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 <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

- 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
- 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

## General Assessment Information

All assessments must be submitted as a word document via the Turnitin box on iLearn.

Deadlines are firm. Late submissions will be penalized by 10% per day unless you have grounds for disruption to studies.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Proposal in Context</a>	40%	Yes	March 31, 2017
<a href="#">Production Portfolio</a>	60%	No	June 9, 2017

### Proposal in Context

Due: **March 31, 2017**

Weighting: **40%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

You will have the opportunity to present a case study and your proposed project in class in weeks 3-5. After the oral presentation of your proposal in week 5 you should submit the following report:

- 1) A 500-600 word description of the proposed project. You should write this as a pitch to a client/editor/producer etc. Be sure to incorporate feedback you receive from your oral presentation. Outline what you intend to deliver by week 13.
- 2) 850-1000 word case study. Each report will contain a brief case study relevant to theories of production and audience development in a networked context (apx 850-1000 words) and explain how it inspires or will be included in your proposed project.
- 3) A selected annotated bibliography (5-10 texts from academic or relevant industry literature or journalism) that identifies the key theories, examples and research that motivates your project. Your annotations should be concise and brief: a short summary of the text and what you take from it. apx 500-1000 words.

#### Assessment Criteria:

Demonstrated understanding of how scope and plan a workable project in your chosen area of media practice

Ability to contextualise project within your area of media practice and its key debates in a networked context

Quality of the research and critical reflection that underpins your project

Success of your report as a piece of persuasive communication

On successful completion you will be able to:

- 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
- 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

## Production Portfolio

Due: **June 9, 2017**

Weighting: **60%**

1) Statement of Practice: A 250-500 word bio that identifies your aims and goals in journalism or the creative industries. Identify how this work is situated within your practice and your output to date. (We will workshop this statement in classes.)

2) Production Portfolio: You will submit a pilot of your project. You will be expected to meet the promised deliverables as approved in your proposal. Be sure to incorporate the feedback you receive from your project supervisor. This may include several smaller pieces of work or one more substantial piece (equivalent to apx 4000-5000 words text--discuss and agree upon the specific length and volume relevant to your area of practice with your supervisor.) If your work is distributed across multiple online platforms please provide links so we can see the work in situ.

3) Online Engagement Plan and Evidence: You will provide a brief engagement plan. It will be written in a report style and should include a description of your intended audience or community of interest, a social media plan and online presence for you and your project. Again, write this for a client making it easy to read at a glance. Provide highlights as evidence of your plan's effectiveness or potential.

4) 1000 word max reflection that contextualises your work, identifying both the successes and shortcomings of your project as a whole. Contextualise your successes within industry debates and trends. If you were unable to deliver what was expected, identify this, explain why and identify how you would solve this in future.

### **Assessment Criteria:**

- The quality of your project in the context of your chosen area of media practice.
- Your personal statement and engagement plan will be assessed on: 1. the quality of the

statement/plan as a piece of persuasive writing and 2. your ability to contextualise your work within your field and your own practice

- Your reflection will be assessed on your ability to contextualise this project within larger debates about the creative industries and/or journalism

On successful completion you will be able to:

- 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
- 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

## Delivery and Resources

Links to all readings and other media via iLearn.

All assessments are submitted via Turnitin.

## 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/disruption\\_studies/policy.html](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/](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.

## 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
- Analyse and engage with advanced theories of production and audience development
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio

## 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
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio

## 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
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio

## 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
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio

## 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
- Analyse and engage with advanced theories of production and audience development
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio

## 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
- Analyse and engage with advanced theories of production and audience development
- 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

## Assessment tasks

- Proposal in Context
- Production Portfolio