



MECO837

Digital Media Strategies

S1 Day 2017

Department of Media, Music, Communication and Cultural Studies

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General Information

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| Unit convenor and teaching staff Convenor Wade Marynowsky wade.marynowsky@mq.edu.au Contact via wade.marynowsky@mq.edu.au Y3A-191B |
| Credit points 4 |
| Prerequisites Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MIntComm or MIntBusMIntComm or MIntCommMIntRel |
| Corequisites |
| Co-badged status |
| Unit description This unit examines the impacts of new technologies on media practices, industries and economies. Key media forms are contextualised within histories of transformation and continuity, and current issues affecting production and distribution are explored. |

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:

Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)

Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)

Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)

Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|--------------------------------------|-----------|--------|--------------------------|
| <u>Proposal and Bibliography</u> | 20% | No | Week 4, 22 March |
| <u>Case Study Interview</u> | 25% | No | week 7, 12 April |
| <u>Research Dossier+Presentation</u> | 40% | No | weeks 10-13 and 7th June |
| <u>Participation</u> | 15% | No | on going |

Proposal and Bibliography

Due: **Week 4, 22 March**

Weighting: **20%**

Identify the media area and key questions you will research. Discuss why these are important, how you will investigate them and what knowledge you hope to find or create through your research. For your annotated bibliography, identify five key sources of knowledge, at least three of which must be academic essays or books, and annotate this list with a few sentences on each source: what it is arguing and why it is relevant to your topic.

Assessment Criteria:

Clear and substantive topic area, question and approach articulated

Significance and relevance of resources selected for bibliography

Critical analysis of selected resources

Accuracy of spelling, grammar and bibliography formatting

Submission: via ilearn by midnight on the due date

On successful completion you will be able to:

- Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- Communicate knowledge and critical expertise in written and spoken forms to

professional audiences (GC 4, 5 & 6)

- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Case Study Interview

Due: **week 7, 12 April**

Weighting: **25%**

Identify someone currently working in the creative industry you are researching and interview them about their field and work. This could be a skype interview or email interview if your identified subject is in another country. Summarise the content of the conversation in a 500 word submission.

Assessment Criteria:

Clarity and substance of questions articulated for interview subject

Identification of the subject's strategies for grappling with disruption in their industry

Thoughtful critical analysis of subject's response to questions

Submission: via ilearn by midnight on the due date

On successful completion you will be able to:

- Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Research Dossier+Presentation

Due: **weeks 10-13 and 7th June**

Weighting: **40%**

In preparation for your presentation build an online research resource on an area of the creative industries of your choice. The research resource you create will reveal your knowledge and ideas about the creative industry of your choice as it was in the past, as it is today and your research based conjecture about how it may be in five years. This online resource should clearly build on

your research proposal task. It may include short quotations from your interview, and, when submitted at the end of the semester, should demonstrably respond to any feedback or comments received during the class presentation. Online Research Resources may be built in storify, ilearn blogs, prezi, wordpress or the free, accessible, online platform of your choice. They should include structured arrangement of audio-visual material, links, commentary and exposition of approximately 1500 words, including an introduction and conclusion.

An in-class presentation of your research into disruption to a specific media industry or form of your choice. Include the audio-visual material you are building into your online resource and questions for leading a group discussion of ideas and issues raised. Presentations should be twenty minutes in duration and take place in the seminars of Weeks 10 - 13.

Assessment Criteria:

Sophisticated critical analysis of creative media industries and/or works

Demonstrated of knowledge and critical expertise

Articulated understanding of creative media practice within a broader theoretical and environmental framework

Effectively presented and structured resource

Submission: Presentations will be made in-class in weeks 10 to 13. Upload a working link to your online research resources to ilearn by midnight on the due date. It is your responsibility to insure that the link you submit works within an easily accessible browser (Chrome, Safari or Firefox) and to provide any special instructions needed.

On successful completion you will be able to:

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- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Participation

Due: **on going**

Weighting: **15%**

Contribute to seminar discussion.

Assessment Criteria:

Relevant and observant contributions to discussion

Thoughtful engagement with lecturer and peers in discussion of readings, class materials and presentations

Submission: weekly, in class submission.

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- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Delivery and Resources

The unit is in the form of weekly two hour seminars. Readings will be provided by the convenor and lecturers.

Unit Schedule

Seminars are weekly on Wednesdays from 11am to 1pm, in Y3A, 211.

Attendance is compulsory, these seminars will not be available on echo360.

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.

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

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

- Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Assessment tasks

- Proposal and Bibliography
- Case Study Interview
- Research Dossier+Presentation
- 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

- Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)

Assessment tasks

- Proposal and Bibliography
- Case Study Interview
- Research Dossier+Presentation

- 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 outcomes

- Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Assessment tasks

- Proposal and Bibliography
- Case Study Interview
- Research Dossier+Presentation
- 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 outcome

- Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

Assessment tasks

- Proposal and Bibliography

- Case Study Interview
- Research Dossier+Presentation
- 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 outcome

- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

Assessment tasks

- Proposal and Bibliography
- Case Study Interview
- Research Dossier+Presentation
- 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

- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

Assessment tasks

- Proposal and Bibliography
- Case Study Interview
- Research Dossier+Presentation
- Participation