MECO845

Creative Production Portfolio

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

Contents

General Information

Unit convenor and teaching staff
Convenor and Lecturer
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Y3A 159
After class; by appointment

Credit points
8

Prerequisites
(Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MMedia or MCreIndMMedia) 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 single word document via the Turnitin box on iLearn.

Deadlines are firm.

Unless a Special Consideration request has been submitted and approved, (a) a penalty

for lateness will apply – two (2) marks out of 100 will be deducted per day for

assignments submitted after the due date – and (b) no assignment will be accepted

more than seven (7) days (incl. weekends) after the original submission deadline. No

late submissions will be accepted for timed assessments –

e.g. quizzes, online tests

Assessment Tasks

Name	Weighting	Hurdle	Due
Proposal In Context	40%	No	April 6, 2017
Production Report	60%	No	June 7, 2017; 23:59

Proposal In Context

Due: **April 6, 2017**
Weighting: **40%**

You will be assigned a time to present your case study (week 3 & 4) and your proposed final project (week 5 & 6). Submit the following report and incorporate any feedback you receive in class:

1) Statement of Practice: A 250-500 word biographical statement that identifies your aims and goals in journalism or the creative industries and narrates your experience and practice to date. (We will workshop this statement in class week 1&2.)

2) 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 in week 5 or 6. Be clear on what you intend to deliver during the week 12 presentation.

3) Detailed timeline of how you plan to produce your project and deadlines you expect to meet along the way. (Include specific dates and goals. Include booking studios etc into your plan.)

3) 850 word case study. Each report will contain a brief case study (as presented in week 3 or 4) that inspires or informs in your proposed project. Discuss the relevance of new approaches to production, distribution and consumption in a networked context and cite relevant scholarly or

industry literature (apx 850 words + references).

Assessment Criteria:

Demonstrated understanding of how to identify 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 proposal as a piece of persuasive communication and an artifact of your learning process

On successful completion you will be able to:

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
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Production Report

Due: **June 7, 2017; 23:59**
Weighting: **60%**

1) Project: Submit a pilot or polished draft of your project. (Your project may be a body of work or one substantial piece relevant to your area of practice. Examples will be given to guide you. (The specific length, volume and form relevant to your area of practice will be set out in your proposal and agreed upon with the unit convenor prior to submission. It is expected that students will devote apx 72 independent hours to producing their creative or journalistic project.)

2) 1000 word 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. Discuss how you would use network strategies to identify, build and engage and audience in your work. If you were unable to deliver what was expected, identify this, explain why and identify how you would solve this in future. You should also incorporate or reflect on any feedback you received during the class showcase in week 12.

Assessment Criteria:

- The overall quality of your project in the context of your chosen area of media practice.

- Your reflection will be assessed on how you contextualise this project within larger debates about the creative industries and/or journalism including theories of production and network engagement

On successful completion you will be able to:

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Delivery and Resources

Seminars Commence in week 1

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 (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (http

s://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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.

 MMCCS Session Re-mark Application: 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) 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

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
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Assessment tasks

- Proposal In Context
- Production Report

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

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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:

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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:

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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
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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

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