



MECO837

Digital Media Strategies

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Convenor and Lecturer

Timothy Yee

tim.yee@mq.edu.au

Contact via email

Y3A 254 (Fridays only)

by appointment, Fridays

Credit points

4

Prerequisites

Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MIntComm or MIntBusMIntComm or MIntCommMIntRel or MMedia or MCreIndMMedia

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)

General Assessment Information

Deadlines are firm and late submissions will be penalised by 2% each day unless you have been granted special consideration. See department policy below.

All assessments must be submitted as either a Word document or PDF via the turnitin links on iLearn. Email and print submissions will not be accepted as per the university's assessment policy.

Department Policy: "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
<u>PROCESS JOURNAL 1</u>	20%	No	WEEK 5 MARCH 30 23:59
<u>Process Journal 2</u>	40%	No	week 10, May 18 2018 23:59
<u>Case Study Presentation</u>	40%	No	weeks 10-13

PROCESS JOURNAL 1

Due: **WEEK 5 MARCH 30 23:59**

Weighting: **20%**

In this course you are expected to keep a weekly process journal (See iLearn for instruction and options on how and where to keep this journal). This journal will document your engagement with the course material and learning activities in the weekly seminars as well as your independent research. Each week you will be given a task to do in class which you will then complete and add to your journal. Your entries should be between 300-500 words in length and, when relevant, you are encouraged to also include photographic or video documentation of class activities, quotes from guest lecturers, reference to the assigned readings and links to any timely news articles or case studies relevant to the course content. Each entry should demonstrate that you can identify, understand and apply key ideas, debates and events that relate to disruption and innovation and identify or develop digital strategies that arise in response to such changes in the media landscape.

What to submit: Select two entries from your process journal from weeks 1-4 for assessment and submit as a word document or PDF to the turnitin box on iLearn.

Assessment Criteria:

Understanding: Identify and demonstrate an understanding of key questions, debates and concepts covered in the seminars and weekly readings.

Application: Evidence that you can draw connections between theory and practice and apply ideas in new contexts by conducting relevant independent research and incorporating examples and other relevant material into your portfolio.

Analysis: Demonstrate that you can Critically analyze key concepts and situate them within broader academic and professional discourse.

Expression: Clarity of expression, including spelling, grammar, and referencing. Effective use of citations, original images and other media.

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

Process Journal 2

Due: **week 10, May 18 2018 23:59**

Weighting: **40%**

In this course you are expected to keep a weekly process journal (See iLearn for instruction and options on how and where to keep this journal). This journal will document your engagement with the course material and learning activities in the weekly seminars as well as your independent research. Each week you will be given a task to do in class which you will then complete and add to your journal. Entries from week 1-8 should be between 300-500 words in length and week 9 task should be 750-1000 words in length. When relevant, you are encouraged to also include photographic or video documentation of class activities, quotes from guest lecturers, reference to the assigned readings and links to any timely news articles or case studies relevant to the course content. Each entry should demonstrate that you can identify, understand and apply key ideas, debates and events that relate to disruption and innovation and identify or develop digital strategies that arise in response to such changes in the media landscape.

What to submit: Submit three process journal entries for assessment including

- Select two new process journal entries for assessment. You may not submit the same

entries from Process Journal 1.

- Process Journal task from week 9 (This entry will be 750-1000 words in length.)

How to submit: Submit your work in word document or PDF to the turnitin box on iLearn.

Assessment Criteria:

Understanding: Identify and demonstrate an understanding of key questions, debates and concepts covered in the seminars and weekly readings.

Application: Evidence that you can draw connections between theory and practice and apply ideas in new contexts by conducting relevant independent research and incorporating examples and other relevant material into your portfolio.

Analysis: Demonstrate that you can Critically analyze key concepts and situate them within broader academic and professional discourse.

Expression: Clarity of expression, including spelling, grammar, and referencing. Effective use of citations, original images and other media.

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

Case Study Presentation

Due: **weeks 10-13**

Weighting: **40%**

Identify a contemporary case study that illustrates a topic covered in the course and research a related case study of innovation or disruption within the media landscape. You may choose to discuss a corporation, not-for-profit organisation, startup, technology, media practice, profession, artist, content creator, creative industry or similar focus as your case study. Your presentation should draw on and illustrate the ideas key ideas and debates from course content.

Presentations should be 8 minutes long with an additional 2 minutes for Q&A from the class.

There will be an opportunity to discuss and develop suitable case studies throughout the semester. A schedule will be posted to iLearn prior to the study break.

What to submit: Please submit a pdf of your presentation slides or your script to the turnitin box on ILearn **prior to** your presentation for the lecturer's reference and to trigger grading. You will be assessed on the delivery of your in-class presentation.

Assessment Criteria

Application: Your presentation demonstrates that you can identify a relevant case study and situate it within a broader theoretical framework

Research: Your presentation shows you can conduct and communicate independent research on the media and creative industries

Analysis: Your presentation indicates that you developing knowledge and critical expertise about innovation and digital strategies and can communicate these ideas to an audience.

Expression: Your presentation demonstrates that you can structure and deliver an effective oral presentation and select relevant presentation tools including visuals and other relevant media to engage your audience.

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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 a weekly two hour seminars. See iLearn for links to the required weekly readings.

Seminars begin in week 1.

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) (<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) (<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://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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.

Assessment standards in this unit align with the University's grade descriptors, available at: <http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

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) 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

- PROCESS JOURNAL 1
- Process Journal 2
- Case Study Presentation

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

- PROCESS JOURNAL 1
- Process Journal 2
- Case Study Presentation

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

- PROCESS JOURNAL 1
- Process Journal 2
- Case Study Presentation

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

- PROCESS JOURNAL 1
- Process Journal 2
- Case Study Presentation

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

- PROCESS JOURNAL 1
- Process Journal 2
- Case Study Presentation

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

- PROCESS JOURNAL 1
- Process Journal 2