



# MMCC1015

## Media Practice and Production

Session 2, Special circumstance 2020

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

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#### 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.

#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Karen Pearlman

[karen.pearlman@mq.edu.au](mailto:karen.pearlman@mq.edu.au)

Credit points

10

Prerequisites

Admission to BMediaComm

Corequisites

Co-badged status

Unit description

This unit provides an overview of creative practices in the media industries, with an emphasis on media production. It examines elements of creative expression and communications through case studies, and explores varied approaches to digital and online media production. Students in this unit will learn how to produce media content across a range of formats and platforms involving text, digital video, image, and sound.

## 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:

**ULO1:** evaluate practices, production, technologies and techniques used to create media content and forms

**ULO2:** apply practice and production skills.

**ULO3:** analyse the literacies, principles, and techniques underlying contemporary media production and practices.

**ULO4:** communicate using appropriate styles and techniques across different formats and platforms.

## General Assessment Information

### Late Assessment Penalty

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
<a href="#">Creative work 1</a>	35%	No	13/09/2020
<a href="#">Quizzes</a>	15%	No	as per weeks designated in ilearn
<a href="#">Creative work 2</a>	50%	No	01/11/2020

### Creative work 1

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **13/09/2020**

Weighting: **35%**

This assessment is a creative work responding to the creative brief supplied in Week 3. The work will incorporate media design and production concepts discussed in lectures and tutorials. Details on assessment scope will be discussed in tutorials. Refer to iLearn for further information.

On successful completion you will be able to:

- apply practice and production skills.
- analyse the literacies, principles, and techniques underlying contemporary media production and practices.
- communicate using appropriate styles and techniques across different formats and platforms.

### Quizzes

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **as per weeks designated in ilearn**

Weighting: **15%**

Multiple choice quizzes designed to consolidate learning from readings and lectures. These quizzes support student knowledge acquisition and skills development in media practice and production.

On successful completion you will be able to:

- evaluate practices, production, technologies and techniques used to create media content and forms
- analyse the literacies, principles, and techniques underlying contemporary media production and practices.

## Creative work 2

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 51 hours

Due: **01/11/2020**

Weighting: **50%**

This assessment is a creative work (using sound and moving image) responding to the creative brief supplied in Week 6. The work will incorporate media design and production concepts discussed in lectures and tutorials. Details on assessment scope and examples will be discussed in tutorials. Refer to iLearn for further information.

On successful completion you will be able to:

- apply practice and production skills.
- communicate using appropriate styles and techniques across different formats and platforms.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment

task and is subject to individual variation

## Delivery and Resources

Unless variations are required by changing circumstances or regulations, MMCC1015 lectures and tutorial will be delivered online in 2020.

Students will have access to Macquarie University supplied licenses for Adobe Creative Cloud for editing their assignments. These licenses should be activated on their personal laptops or computers. Handouts will be provided with instructions for doing this. Students will use their own image capture technology (eg phones or cameras) in this unit.

All unit materials, including readings, quizzes, links to screenings or listenings, asynchronous tutorial exercises, asynchronous lectures, and zoom links will be made available through ilearn, and each tutorial group will be assigned a group discussion forum on ilearn. Students will upload exercises and materials to these boards for discussion in tutorials. Plan to access ilearn frequently, weekly at minimum, throughout the semester!

## Unit Schedule

Weekly lectures delivered synchronously and asynchronously.

Tutorials delivered synchronously in weeks 1, 3, 5, 7, 9, & 11

Tutorials delivered asynchronously via materials, exercises, or discussion questions uploaded to ilearn in weeks 2, 4, 6, 8, & 10.

Attendance and participation in tutorial exercises and discussion is required for successful completion of the unit. Attendance is not assessed, however, students who do not engage with lectures and tutorials will be at a significant disadvantage in achieving the learning outcomes.

## 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.)

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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](https://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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.