



MMCC1015

Media Practice and Production

Session 2, Weekday attendance, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

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>Unit Schedule</u>	5
<u>Policies and Procedures</u>	6
<u>Changes since First Published</u>	7

Disclaimer

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff
convenor

Karen Pearlman

karen.pearlman@mq.edu.au

Contact via karen.pearlman@mq.edu.au

10HA 193h

Wednesday 1pm (make a Zoom appointment via email)

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 media making. Students in this unit will learn principles and practices by producing media content 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

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative work 1	35%	No	23:29 05/09/2021
Creative work 2	50%	No	23:59 31/10/2021
Quizzes	15%	No	23:59 Wednesdays, weekly

Creative work 1

Assessment Type ¹: Creative work

Indicative Time on Task ²: 38 hours

Due: **23:29 05/09/2021**

Weighting: **35%**

This assessment is a creative work (using sound and image) responding to the creative brief to be supplied on iLearn. 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.

Creative work 2

Assessment Type ¹: Creative work

Indicative Time on Task ²: 53 hours

Due: **23:59 31/10/2021**

Weighting: **50%**

This assessment is a creative work (using sound and moving image) responding to the creative brief to be supplied on iLearn. 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.

Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 15 hours

Due: **23:59 Wednesdays, weekly**

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.

¹ 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.

² 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

weekly lecture via Zoom

weekly online quiz on readings & screenings on ilearn

weekly tutorial face to face or via Zoom

tutorials involve analytic tasks and practical exercises for developing creative media skills

Unit Schedule

week 1: unit overview, introduction to core principles

week 2: elements of image

week 3: elements of sound

week 4: strategies of juxtaposition

week 5: creative process Creative Work #1

week 6: elements of rhythm - Creative Work 1 due at end of week 6!

week 7: modes of performance

week 8: understanding perspective

week 9: creative process Creative Work #2

week 10: editing thinking/design thinking

week 11 - recap & putting it all together

week 12: Creative Work #2 due

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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.

Changes since First Published

Date	Description
18/07/2021	I have changed the weekly quiz due day from Fridays to Wednesdays in order to align it more effectively with the lecture and tutorial schedule. Apologies for mistakenly listing it as a Friday due date in the original version, quizzes should open and close on Wednesdays.