MMCC6000

Media Production Foundation

Session 1, Special circumstance 2021

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

Contents

Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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
Technical Officer (Screen)
Alex Ryan
alex.ryan@mq.edu.au
Contact via E-mail
10HA technical offices

Technical Officer (Sound)
Ben Nash
ben.nash@mq.edu.au
Contact via E-mail
10HA technical offices

Credit points
10

Prerequisites
Admission to MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description
This unit provides foundational study in practices and technologies used in media production.
Students will examine creative expression and communication, as well as current techniques
for digital and online media production. Students in this unit will explore developments in
media and communications practice and production. They will create, produce and present
media content across a range of formats and platforms involving video, performances, writing,
image, and sound. Emphasis is placed on originality, design thinking, and responding to a
creative brief.

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:

> **ULO2:** evaluate and critique the development of contemporary media forms.

ULO1: analyse and demonstrate the principles and techniques underlying contemporary media production and practices.

ULO3: synthesise the historical developments in media and communications practice and production.

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

General Assessment Information

Late submissions

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 (including weekends) after the original submission deadline.

No late submissions will be accepted for timed assessments — e.g. quizzes, online tests, iLearn Participation.

Attendance

Students are expected to attend and participate in all seminars for MMCC6000. Seminars are not optional: they are a central component of meeting the learning outcomes in this unit, and deliver important content that is directly assessed. Seminars provide an environment where students can discuss ideas and learn from each other, building important networks and group work skills. In tutorials, you will also have the opportunity to ask questions, and receive informal feedback on work in progress from unit staff. Students who elect to not attend/participate in seminars will miss out on important unit content, and do so at their own risk.

Assessment Tasks

Name	Weighting	Hurdle	Due
Collaborative Media Production or Creation of Production Bible	40%	No	Friday, 9 April (during mid-session break)
Individual Media Production	60%	No	Friday, 4 June (Week 13)

Collaborative Media Production or Creation of Production Bible

Assessment Type [1]: Creative work
Indicative Time on Task [2]: 28 hours
Due: **Friday, 9 April (during mid-session break)**
Weighting: **40%**

Students to choose either OPTION A or OPTION B

OPTION A

Students will be allocated a group. Individually or in small groups, students will write, plan, and acquire images and sound for a media production of any genre and form exploring a topic that each group will decide collectively. Students will work individually or in groups where they will have individual roles such as director, producer, cinematographer, production designer, sound recordist/designer and editor. Refer to iLearn for further information.

OPTION B

- Group Work 20%. **Collaborative creation of a 'Production Bible (PB)' for a media production**. Each student will be allocated a group. They are to set up an online collaboration to work on the assessment. Refer to iLearn for further information.

- Individual Work 20% . **Individually authored media production.**

On successful completion you will be able to:
- evaluate and critique the development of contemporary media forms.
- analyse and demonstrate the principles and techniques underlying contemporary media production and practices.
- synthesise the historical developments in media and communications practice and production.
- communicate using appropriate styles and techniques across different formats and platforms.

Individual Media Production

Assessment Type [1]: Creative work
Indicative Time on Task [2]: 50 hours
Due: **Friday, 4 June (Week 13)**
Weighting: **60%**

This assignment has 2 components: Final Media Production Work (30%) Critical Evaluation of Work (30%) 1. Final Media Production Work Students will work individually on the development of a media work in a time based recorded medium of their choice (screen, sound, music, radio/ podcast piece). 2. Critical Evaluation of Work Students will submit a report analysing and evaluating the ways technical and aesthetic considerations have combined to realise the original concept. b. Production portfolio of documents demonstrating technical and creative research, preparation and process undertaken (for example, scripts, script breakdowns, colour charts,

storyboards). Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate and critique the development of contemporary media forms.
- analyse and demonstrate the principles and techniques underlying contemporary media production and practices.
- synthesise the historical developments in media and communications practice and production.
- communicate using appropriate styles and techniques across different formats and platforms.

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[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

Classes will begin in Week 2. Please refer to iLearn for further information on delivery and resources

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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/su

pport/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) 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.