MMCC8037

Digital Media Strategies

Session 1, Special circumstances, North Ryde 2021

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

Contents

Disclaimer

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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
Chris Muller
chris.muller@mq.edu.au
Contact via chris.muller@mq.edu.au
Office 160; 10 Hadenfeld Avenue
Please refer to iLearn

Credit points
10

Prerequisites
Admission to MMediaComm or MCrInd or MIC

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:

ULO1: perform sophisticated critical analysis of creative media works.

ULO2: demonstrate advanced theoretical knowledge and understanding specific to the discipline of media arts and media practice.

ULO3: communicate knowledge and critical expertise to professional audiences individually and as part of a group.

ULO4: analyse and evaluate creative media practice within a broader theoretical and environmental framework.

ULO5: synthesize theoretical and creative approaches to contemporary issues in media practice.

General Assessment Information

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
Progress Journal	40%	No	9/4/2021
Industry Pitch	60%	No	31/5/2021

Progress Journal

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 40 hours
Due: **9/4/2021**
Weighting: **40%**

From week 1 to 7, students will keep a weekly progress journal on a dedicated iLearn space. These journal entries will document student engagement with the course material, reading, learning activities and independent research. For the assignment, two such entries need to be developed into polished pieces of writing.

Refer to iLearn for further information.

On successful completion you will be able to:
- perform sophisticated critical analysis of creative media works.
- demonstrate advanced theoretical knowledge and understanding specific to the discipline of media arts and media practice.
- analyse and evaluate creative media practice within a broader theoretical and environmental framework.

Industry Pitch

Assessment Type [1]: Project
Indicative Time on Task [2]: 70 hours
Due: **31/5/2021**
Weighting: **60%**

Working in groups of three, four or five (groups are allocated), students will develop and pitch a comprehensive digital media strategy.

Refer to iLearn for further information.

On successful completion you will be able to:

- perform sophisticated critical analysis of creative media works.
- demonstrate advanced theoretical knowledge and understanding specific to the discipline of media arts and media practice.
- communicate knowledge and critical expertise to professional audiences individually and as part of a group.
- analyse and evaluate creative media practice within a broader theoretical and environmental framework.
- synthesize theoretical and creative approaches to contemporary issues in media practice.

[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

This unit is offered both in on-campus and online only mode, so please ensure you are enrolled in the mode of your preference. Classes will comprise of 2hr seminars made up of mini lectures and a range of learning activities. It entails a collaborative group project that you will be developing into a pitch for our industry partner. The site is supported by extensive resources for individual research and a set of independent study questions that will allow you to prepare for classes.

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/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) 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.