



# MMCC1050

## Multimodal Storytelling

Session 1, In person-scheduled-weekday, North Ryde 2023

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

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor, Lecturer and Tutor

Jillian Kramer

[jillian.kramer@mq.edu.au](mailto:jillian.kramer@mq.edu.au)

Contact via Via email

Building: 10HA, office: 191 F

Zoom drop in times will be available via ilearn

Convenor, Lecturer and Tutor

Catherine Fargher

[catherine.fargher@mq.edu.au](mailto:catherine.fargher@mq.edu.au)

Building: 10 HA 147 (hub) room 156

please email me for a zoom or F2F consultation time. Zoom drop-ins will be added on ilearn in Sem 1

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit focuses on ways to think about and study stories. Students study storytelling in multimodal contexts such as journalism, films, video clips, images, songs, short fiction, comics, audio, podcasts, testimony, broadcast, artworks, and online content. The unit equips students with the analytical skills to think critically about what shapes storytelling in our contemporary media landscape. The narratives in our media inform who we are and our place in the world. They provide us with information; but more importantly they give form to our lives in enabling and dangerous ways. Students therefore learn the histories, techniques and structures of narrative. We consider the ways in which certain stories define and locate their potential audience; and how stories construct, reveal and hide meaning to persuade their audiences. The unit is an important introduction to how to construct a narrative in multimodal forms, and will be useful for any career option.

## 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:** analyse and reflect upon the histories, techniques, and structures of narrative across a range of platforms.

**ULO2:** identify and critique how narratives contribute to a sense of culture and identity.

**ULO3:** communicate and present information in modes suited to a range of audiences.

**ULO4:** conduct independent research of a range of text-based and audio-visual media.

## General Assessment Information

### Special Consideration:

If you experience serious and unavoidable difficulties when assessment tasks are due, you can consider applying for Special Consideration. Please read the information [available here](#) and, if you are eligible, apply via [ask.mq.edu.au](http://ask.mq.edu.au).

### Late Penalty:

Unless a Special Consideration request has been submitted and approved, **a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted**, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue.

This late penalty will apply to written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs **will be addressed by the unit convenor in a Special consideration application**.

### Grades:

In line with the Macquarie University Assessment Policy, grades align with the [descriptors available here](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Online Engagement</a>	20%	No	Weeks 3, 5, 7, 9 and 11
<a href="#">Project Plan and Rationale</a>	30%	No	11:55pm 06/04/2023
<a href="#">Story Project</a>	50%	No	11:55pm 25/05/2023

## Online Engagement

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

Indicative Time on Task <sup>2</sup>: 19 hours

Due: **Weeks 3, 5, 7, 9 and 11**

Weighting: **20%**

Students will complete online tasks throughout the session that engage with the unit materials and themes. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and reflect upon the histories, techniques, and structures of narrative across a range of platforms.

## Project Plan and Rationale

Assessment Type <sup>1</sup>: Plan

Indicative Time on Task <sup>2</sup>: 28 hours

Due: **11:55pm 06/04/2023**

Weighting: **30%**

Students will develop a project rationale and plan that prepares them to undertake the Story Project later in the semester. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and reflect upon the histories, techniques, and structures of narrative across a range of platforms.
- identify and critique how narratives contribute to a sense of culture and identity.

## Story Project

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

Indicative Time on Task <sup>2</sup>: 47 hours

Due: **11:55pm 25/05/2023**

Weighting: **50%**

Drawing on the ideas that have been investigated through the unit, students will produce a final project. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and reflect upon the histories, techniques, and structures of narrative across a range of platforms.
- identify and critique how narratives contribute to a sense of culture and identity.
- communicate and present information in modes suited to a range of audiences.
- conduct independent research of a range of text-based and audio-visual media.

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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

### Unit Delivery:

- Lectures: In this unit, lectures will be either (a) live in-person and streamed via echo or (b) prerecorded and available via ilearn. Please check ilearn for the schedule. **Lectures start in week one.**
- Tutorials: In the unit, tutorials will be offered both in-person and via zoom. It is strongly recommended that students attend all tutorials in order to engage with unit concepts, discuss upcoming assessments and share questions. **Tutorials start in week one.**

### Unit Resources:

- Readings: In this unit, students are required to complete the weekly readings. The readings will be available via Leganto links in ilearn.
- Assessments: In this unit, students will be required to create a final project using their own equipment (including phones, computers) or equipment that can be borrowed from the library (such as laptops). If you have any questions, please contact Jillian via email.

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](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)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)

- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.

## Changes from Previous Offering

Change to correct typo in previous document. The due date for the Story Project is the 25/05/2023.

## Changes since First Published

Date	Description
09/02/2023	Change to correct typo in previous document. The due date for the Story Project is the 25/05/2023.