MMCC6000

Media Production Foundation

Session 2, In person-scheduled-weekday, North Ryde 2023

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

Contents

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General Information

Unit convenor and teaching staff
Convenor
Mary Mainsbridge
mary.mainsbridge@mq.edu.au
Contact via Contact via Email
10HA 165E
By appointment

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:

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

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

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 Assessment Submission 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 non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). **Late submission of time sensitive tasks** (such as tests/ exams, performance assessments/presentations, scheduled practical assessments/labs etc) **will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.**

Assessment Tasks

Name	Weighting	Hurdle	Due
Collaborative Media Production	40%	No	11:55pm 15/09/23
Individual Media Production	60%	No	11:55pm 3/11/23

Collaborative Media Production

Assessment Type [1]: Creative work
Indicative Time on Task [2]: 28 hours
Due: **11:55pm 15/09/23**
Weighting: **40%**

Students will be allocated a group. 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 have individual roles such as director, producer, cinematographer, production designer, sound recordist/designer and editor. An Individual Production Diary will also be submitted, outlining students' individual contributions to the project. Refer to iLearn for further information.

On successful completion you will be able to:
- analyse and demonstrate the principles and techniques underlying contemporary media

production and practices.

- evaluate and critique the development of contemporary media forms.
- 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: **11:55pm 3/11/23**
Weighting: **60%**

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). Students will also submit a critical evaluation analysing and evaluating the ways technical and aesthetic considerations have combined to realise the original concept, including a 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:
- analyse and demonstrate the principles and techniques underlying contemporary media production and practices.
- evaluate and critique the development of contemporary media forms.
- 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

Seminars begin in **Week 2**.

Seminars will be delivered on campus (for in-person enrolments) and via Zoom (for online enrolments). Please see the iLearn site for more information.

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
- 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). 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

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 an

d 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/.

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.