



MMCC8037

Digital Media Strategies

Session 1, Online-scheduled-weekday 2023

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>	4
<u>Policies and Procedures</u>	5

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General Information

Unit convenor and teaching staff

Lecturer and convenor

Chris Muller

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Contact via e-mail

Office 161, 10 Hadenfeld Avenue

By appointment

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

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
Progress Journal	40%	No	23:55 on 09/04/23
Industry Pitch	60%	No	23:55 on 04/06/23

Progress Journal

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 40 hours

Due: **23:55 on 09/04/23**

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: **23:55 on 04/06/23**

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

From week 2-7 classes will consist of mini lectures and in class activities which are designed to foster collaboration and independent thought and research. Students will be provided with weekly preparatory tasks and worksheets that will form the basis of the Progress Journal.

From week 8 onwards, we will engage in a collaboration with our industry partner. Classes will switch to a workshop format in which we collaborate to meet the brief of our industry partner, the Research Manager at the Powerhouse Museum, Sydney. This class will entail a briefing with our industry partner.

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 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 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/.

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.