MMCC1000

Visual Media and Communications

Session 1, In person-scheduled-weekday, North Ryde 2025

School of Communication, Society and Culture

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Co-convenor
Jillian Kramer
jillian.kramer@mq.edu.au
Contact via Zoom consultation times
25B Wally's Walk, Level 4, room 442
Please see ilearn for times and zoom link

Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
This unit brings together theories, practices and texts that explore the relationship between visual media and the way people act in their everyday lives. This unit introduces critical concepts to analyse visual texts, technologies, and communication practices. From film, television, photography and advertising, to social media applications and sites, we look at the ways media and communication shape (and are shaped by) our social worlds, our bodies and identities, changing technologies and online communities. We focus on visual communication and normalising practices, contemporary politics, events, embodiment, digital cultures, globalisation and social networking. Within these frameworks, we explore the (re)production, performance and use of identity and subjectivity, and canvass notions of genre, discourse, power and textuality through the application and testing of methods of visual analysis. Finally, we place visual communication within the personal, the sensory and the everyday through the practical exploration of social media use.

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: recognise and define different areas of visual culture studies and communication

theory, and apply them through a variety of activities.

ULO2: explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

ULO3: critically review, analyse and synthesise findings.

ULO4: present work in a manner conforming to accepted academic standards in both written and spoken form.

ULO5: appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

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 service connect.

Grading:

The grades given at University are often different to those you may have received at high school or other educational institutions. Please see the grades used in MMCC1000 and across the University below:

Standardised Numerical Grade/ Mark		Description
Grade HD	85–100	denotes performance which meets all unit objectives in such an **exceptional** way and with such marked excellence that it deserves the highest level of recognition.
Grade D	75–84	denotes performance which clearly deserves a **very high level** of recognition as an excellent achievement in the unit.
Grade CR	65–74	denotes performance which is **substantially better** than would normally be expected of competent students in the unit.
Grade P	50–64	denotes performance which **satisfies** unit objectives.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Quiz	25%	No	24/03/2025
Presentation	35%	No	13/04/2025
Visual Analysis	40%	No	01/06/2025

Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 22.5 hours
Due: **24/03/2025**
Weighting: **25%**

Students will complete quizzes throughout the semester based on the unit readings and lectures. Please see iLearn for further information.

On successful completion you will be able to:

- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 31.5 hours
Due: **13/04/2025**
Weighting: **35%**

Students are required to develop a short video oral presentation and transcript for submission. Please see iLearn for further information.

On successful completion you will be able to:
- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.

Visual Analysis

Assessment Type [1]: Essay
Indicative Time on Task [2]: 36 hours
Due: **01/06/2025**
Weighting: **40%**

Students will draw on the course material and their own research to develop a written visual analysis. Please see iLearn for further information.

On successful completion you will be able to:
- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.
- appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

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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

Unit Delivery:

- Lectures: lectures will take place in person and be streamed via echo. Please check ilearn for the schedule. **Lectures start in week one.**
- Tutorials: 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. Attendance will be taken. **Tutorials start in week one.**

Unit Resources:

- Readings: students are required to complete the weekly readings. The readings will be available via Leganto links in ilearn.
- Assessments: students will be required to complete assessments using their own equipment (including phones and/or computers). If students do not have access to technology, they can borrow it from the library.

Unit Schedule

Some of the topics and case study we'll be exploring this session include:

- Visuality
- Representation
- Stock images
- Semiotics in 'ethical' food and 'green' cosmetic advertising
- Crisis memes
- Visual misinformation
- Artificial Intelligence
- Visual power & justice

Please see ilearn for a complete list of the topics, case studies and methodologies we'll explore this semester.

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 connect.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 the Service Connect Portal, 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.

Unit information based on version 2025.01R of the Handbook