MMCC8037

Digital Media Strategies

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 Chris Muller chris.muller@mq.edu.au
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

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 an 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	15/04/2025
Industry Pitch	60%	No	01/06/2025 (written component); 06/06/2025 (group component)

Progress Journal

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 40 hours
Due: **15/04/2025**
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: **01/06/2025 (written component); 06/06/2025 (group component)**
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:

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- 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.

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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

This unit has a theory component (up to semester break), followed by a collaboration with an Industry Partner, the Research Department of the Powerhouse Museum, Sydney

Classes will combine traditional teaching sessions comprised of mini-lectures, group activities, and discussions (Part 1), and also provides a platform for project based learning (Part 2), which gives you the chance to collaborate and develop solutions to a complex problem set by our industry partner.

Unit Schedule

A briefing session with our Industry Partner is scheduled for the 8 May. This session will replace the scheduled teaching activities for this week. Students have the option to attend in person or access the briefing session via a recording. Full details will be provided in class and on iLearn - should any changes to this schedule be requried, students will be informed as soon as possible.

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 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://stu dents.mq.edu.au/support/

Academic Success

Academic Success 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 2025.02 of the Handbook