



MMCC1050

Multimodal Storytelling

Session 2, Online-scheduled-weekday 2026

School of Communication, Society and Culture

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Disclaimer

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General Information

Unit convenor and teaching staff

Catherine Fargher

catherine.fargher@mq.edu.au

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.

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**. For more information please see: <https://teche.mq.edu.au/2022/07/s-tandardised-late-submission-rules-come-into-force-for-s2-2022-onwards/>

Grades:

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

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>

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Online Engagement	15%	No	Weeks 3, 5 and 7 (see ilearn for details)	Individual	No	Observed
Project Rationale & Plan	35%	No	30/08/2026	Individual	Yes	Open
Story project	50%	No	29/10/2026	Individual	No	Open

Online Engagement

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 19 hours

Due: **Weeks 3, 5 and 7 (see ilearn for details)**

Weighting: **15%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

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 Rationale & Plan

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 28.5 hours

Due: **30/08/2026**

Weighting: **35%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

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 ¹: Problem-based task

Indicative Time on Task ²: 47.5 hours

Due: **29/10/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Unit Delivery:

- **Lectures: Lectures start in week one.**
- In this unit, lectures will be live in-person and streamed via echo and available as recordings through echo on ilearn. Please check ilearn for the schedule. Also check timetables for locations.
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- **Tutorials: Tutorials start in week one.**
- 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 fully, discuss upcoming assessments, workshop their writing and share questions. Participation rolls will be marked by individual tutors. This unit requires engagement with key course concepts and is not suitable for self-directed study. Please engage actively in your tutorials, as students who do engage and workshop their creative projects with their tutor and peers, regularly perform well in this unit, as well as reporting greater satisfaction with their experience!
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- **ilearn:** Students can find all relevant materials and communications from convenors such as lecture notes, echo recordings, announcements, discussion forums and Q & A's

for assessments on **ilearn**. **Please engage and familiarise yourself with ilearn, as students who do engage regularly perform better in this unit!**

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- **Study and Wellbeing support.** For students requiring any study or wellbeing support, for instance if you are unsure how to reference and use Harvard in text referencing and bibliography etc, or require support with grammar or English expression, or if you are struggling with your physical or mental health during semester, we suggest you take up some of the studywise and student support options that MQU offers. Please see the listings below in Student Support and Student Services segments of this unit guide.

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 Catherine via email.

Unit Schedule

The subjects below are the current offering of the course weekly topics. Students will find *the most recent* weekly subject topics on **ilearn**, as on occasions, the lecture order could change during the course, due to staff illness etc. Please check announcements and ilearn for any important information <https://ilearn.mq.edu.au/>

Links to readings for the week will also be found via the **Leganto** link on ilearn. <https://ilearn.mq.edu.au/>

- Week 0 - Story Exchange
- Week 1 - Multimodal Storytelling - an introduction
- Week 2 - Back to Basics: Narratives - From Fairy Tales to Advertising
- Week 3 - Resistance, Retellings, Counter-narratives: Crafting Feminist Horror
- Week 4 - Telling Interactive Stories 1: future storytelling, multi-modality, audience as storytellers
- Week 5 - Unpacking stories from real life: Journalism and Ethics

- Week 6 - Crafting Stories for multi-modal storytelling: Plot, character, narrative, structure

Week 7 - Crafting Stories for multi-modal storytelling 2: Settings, Emotions

Week 8 - Telling Interactive Stories 2 – UX, UI: Narrative and procedure in Games

STUDY RECESS - 21 Sept 2026 to 5th October

- **Week 9 - Media Choices: Telling stories on the screen**
- Week 10 - Media Choices: Telling audio stories (Dr Virginia Madsen)
- Week 11 - Storytelling Futures: Telling and selling multi-platform Stories, AI and emerging platforms –

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 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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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

This years story project will be due at the end of week 5, for students to receive their marks before the break after week 8.

AI Open and its relationship to Multi-modal Storytelling Skills

- This year, to respond to the increased use of AI due to Open AI policies, we are encouraging our students to learn the important techniques of multi-modal storytelling: structure, character, point of view, emotions, settings, audience engagement and interactivity, via our teachings and examples, so that these skills can be taken with you into all your future employment opportunities.
- Excitingly, in media employment, human strengths are rising in value: while AI boosts productivity by quickly summarising data, 'irreplaceable human skills', such as judgement, creativity, empathy and arguably leadership, are become more central, and will be key capabilities in journalism, strategic comms, PR, content design and education/training roles (Rumbens, ABC 2026)
- Thus, while AI is able to be used in your final assessments, we have a range of in class tutorial activities, including workshopping of your project drafts, which will be observed and encourage your own writing and craft skills, as well as group work, communication and problem solving, building personal competence and resilience.
- Please do not rely on AI to learn the fundamentals of storytelling, rather use AI only as a tool to push your creativity and assist you in ways you may not be able to explore yourself. Also, remember, you don't have to use AI and your work will not necessarily be better if you do! AI tends to create work from genres, and won't always be as creatively inventive as you are!

- In addition, any reflection or rationale components of a narrative of Story Project Plan or Story Project process, students are expected to indicate which AI prompts or feedback from other students you used to edit your project, or re-prompting you used and why.
- Put on your storytelling hats and write on!
- Dr Catherine Fargher

Unit information based on version 2026.04 of the [Handbook](#)