



MMCC1015

Media Practice and Production

Session 2, Online-scheduled-weekday 2026

School of Communication, Society and Culture

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General Information

Unit convenor and teaching staff

Convenor

Sarah Keith

sarah.keith@mq.edu.au

Contact via Click 'Contact Staff' on iLearn

Monday 11-12 on Zoom

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit provides an overview of creative practices in the media industries, with an emphasis on media production. It examines elements of creative expression and communications through case studies, and explores varied approaches, creative strategies, and skills for digital and online media production. Students in this unit will produce short form media content involving text, digital video, image, and sound.

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: evaluate practices, production, technologies and techniques used to create media content and forms

ULO2: apply practice and production skills.

ULO3: analyse the literacies, principles, and techniques underlying contemporary media production and practices.

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-time 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	Groupwork/Individual	Short Extension	AI Approach
Creative work 2	50%	No	01/11/2026	Individual	Yes	Open
Creative work 1	35%	No	06/09/2026	Individual	Yes	Open
Quizzes	15%	No	26/10/2026	Individual	No	Open

Creative work 2

Assessment Type ¹: Creative task

Indicative Time on Task ²: 53 hours

Due: **01/11/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

This assessment is a creative work (using sound and moving image) responding to the creative brief to be supplied on iLearn. The work will incorporate media design and production concepts discussed in lectures and tutorials. Details on assessment scope and examples will be discussed in tutorials. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate practices, production, technologies and techniques used to create media content and forms
- apply practice and production skills.

- communicate using appropriate styles and techniques across different formats and platforms.

Creative work 1

Assessment Type ¹: Creative task

Indicative Time on Task ²: 38 hours

Due: **06/09/2026**

Weighting: **35%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

This assessment is a creative work (using sound and image) responding to the creative brief to be supplied on iLearn. The work will incorporate media design and production concepts discussed in lectures and tutorials. Details on assessment scope will be discussed in tutorials. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate practices, production, technologies and techniques used to create media content and forms
- apply practice and production skills.
- analyse the literacies, principles, and techniques underlying contemporary media production and practices.
- communicate using appropriate styles and techniques across different formats and platforms.

Quizzes

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 15 hours

Due: **26/10/2026**

Weighting: **15%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

Multiple choice quizzes designed to consolidate learning from readings and lectures. These quizzes support student knowledge acquisition and skills development in media practice and production.

On successful completion you will be able to:

- evaluate practices, production, technologies and techniques used to create media content and forms

- analyse the literacies, principles, and techniques underlying contemporary media production and practices.

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

This unit includes weekly live lectures on campus. Attendance is expected so that you have the opportunity to develop collegial networks with your peers, engage in discussions, and ask questions. Lectures will be simultaneously streamed online, and recorded for access after the live delivery.

This unit also includes weekly tutorials on campus or online depending on your enrolment. Failure to regularly attend and participate in tutorials will have an adverse effect on achievement of learning outcomes.

Unit Schedule

1. Forms of Media, Media Forms
2. Elements of Image
3. Working with Sound
4. Juxtaposition
5. Creative Task 1 Briefing
6. Rhythm and Pattern
7. Creative Task 2 Briefing
8. Performance (Mid-session break)
9. Perspective & Voice
10. Thinking Through Media
11. Revise & Emphasise

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) (<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.

Unit information based on version 2026.02 of the [Handbook](#)