



MMCC8080

Media Project

Session 2, In person-scheduled-weekday, North Ryde 2026

School of Communication, Society and Culture

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General Information

Unit convenor and teaching staff Nicole Anderson nicole.anderson@mq.edu.au
Credit points 20
Prerequisites Admission to MMediaComm
Corequisites
Co-badged status
Unit description In this unit students will design, plan, and execute a large-scale project. Students will engage in project design, research, writing, and teamwork to design and produce a major media project under the supervision of teaching staff.

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: Demonstrate advanced skills in conceptualising, planning, and executing media projects, including identifying target audiences, creating project proposals, scheduling, and managing resources effectively.

ULO2: Critically analyse media content, including audiovisual, digital, and print media, assessing their cultural, social, and ethical implications, and applying theoretical frameworks to evaluate their impact.

ULO3: Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.

ULO4: Develop skills in collaborative teamwork, leadership, and conflict resolution within a media production environment. Demonstrate the ability to work effectively in

interdisciplinary teams, understanding diverse perspectives and integrating them to achieve project goals.

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/recorded/visual 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 assessment/labs will be addressed by the unit convenor in a Special consideration application.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Project design and pitch	25%	No	04/09/2026	Individual	Yes	Open
Milestone tasks	25%	No	Week 7 and Week 8	Individual	No	Observed
Project	50%	No	27/10/2026	Individual	Yes	Open

Project design and pitch

Assessment Type ¹: Creative task

Indicative Time on Task ²: 40 hours

Due: **04/09/2026**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

Students will design and pitch a large-scale project.

On successful completion you will be able to:

- Demonstrate advanced skills in conceptualising, planning, and executing media projects, including identifying target audiences, creating project proposals, scheduling, and managing resources effectively.

- Critically analyse media content, including audiovisual, digital, and print media, assessing their cultural, social, and ethical implications, and applying theoretical frameworks to evaluate their impact.
- Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.
- Develop skills in collaborative teamwork, leadership, and conflict resolution within a media production environment. Demonstrate the ability to work effectively in interdisciplinary teams, understanding diverse perspectives and integrating them to achieve project goals.

Milestone tasks

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 40 hours

Due: **Week 7 and Week 8**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

Students will complete milestone tasks related to their project development.

On successful completion you will be able to:

- Demonstrate advanced skills in conceptualising, planning, and executing media projects, including identifying target audiences, creating project proposals, scheduling, and managing resources effectively.
- Develop skills in collaborative teamwork, leadership, and conflict resolution within a media production environment. Demonstrate the ability to work effectively in interdisciplinary teams, understanding diverse perspectives and integrating them to achieve project goals.

Project

Assessment Type ¹: Creative task

Indicative Time on Task ²: 120 hours

Due: **27/10/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

Students will produce a large-scale project.

On successful completion you will be able to:

- Demonstrate advanced skills in conceptualising, planning, and executing media projects, including identifying target audiences, creating project proposals, scheduling, and managing resources effectively.
- Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.
- Develop skills in collaborative teamwork, leadership, and conflict resolution within a media production environment. Demonstrate the ability to work effectively in interdisciplinary teams, understanding diverse perspectives and integrating them to achieve project goals.

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

Essential and Secondary Readings

Essential and secondary readings are available via Leganto on iLearn

Unit Schedule

A detailed unit schedule is available on iLearn

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.

Changes since First Published

Date	Description
22/07/2026	I made a mistake with the assessment dates, and had to change these. For example, the 1st assessment was due 4 August (instead of 4th Sep). The 4th of August is week 2, and therefore impossible. It was a typo my apologies. The 3rd assessment was also changed to submission for week 12 (instead of week 9)

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