MECO845

Creative Production Portfolio

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Convener/Lecturer
Dr. Andrew Frost
andrew.frost@mq.edu.au
Y3A 165G
By appointment

Credit points
8

Prerequisites
Admission to the MCrMedia or MCrInd or MFJ and 32cp at 800 level

Corequisites

Co-badged status

Unit description
This capstone unit provides a platform for students to complete a significant production folio to professional standards in a chosen area of specialisation. Students apply and integrate concepts from their program into real-world contexts through the production of a major work or collection of smaller works. Students research, design, and produce a folio and develop a multi-platform audience engagement plan. The production processes and outcomes are publicly distributed and students critically evaluate the quality and level of engagement.

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:

Identify and scope a suitable portfolio that is responsive to resource and time limitations

Analyse and engage with advanced theories of production and audience development

Effectively analyse and incorporate critical feedback into work processes and outputs

Evaluate and refine approaches to production in a networked context

Design, plan, and create content for professional creative industries environments

Synthesize and apply theoretical knowledge to an area of production specialization

Deliver production outcomes that meet professional standards

Communicate in a manner conforming to accepted academic standards in both written and spoken form

Assessment Tasks

Name	Weighting	Due
Participation	20%	Ongoing
Research & Development	20%	5pm September 9, 2016
Portfolio Release	30%	5pm Friday, October 7 , 2016
Portfolio Assessment	30%	5pm, November 2, 2016

Participation

Due: **Ongoing**
Weighting: **20%**

Week-to-week activities are an important part of preparation for your portfolio as well as the unit's peer review process. Students are expected to come prepared each week and be ready to engage in discussion, share research and offer support to other students.

Marking Criteria

- Ability to communicate in a manner conforming to accepted academic standards in both written and spoken form
- Ability to effectively analyse and incorporate critical feedback
- Contribution to group discussion
- Participation in group activities

On successful completion you will be able to:
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Design, plan, and create content for professional creative industries environments
- Synthesize and apply theoretical knowledge to an area of production specialization

Research & Development

Due: **5pm September 9, 2016**

Weighting: **20%**

Folio Design

You will design a multi-platform portfolio in a format best suited to enhancing a user's experience of your work.

The portfolio will be a website or blog, linked social media accounts and/or any other relevant media containing previously produced works such as a single major work [text, video, audio, etc], or a collection of smaller works, with additional texts and media to support and expand a user's interaction with the portfolio.

At the end of Week 6 you will submit to the unit lecturer a URL for a beta test quality portfolio - that is, where most functionality and content is in place - for assessment.

Engagement Plan

In conjunction with the development of the portfolio, you will also develop a multi-platform engagement plan.

After researching examples of professional portfolios, websites, blogs etc that use creative and effective strategies to highlight and enhance a similar portfolio, you will write a **500 word [minimum] critical assessment** of these examples analysing design, content and distribution strategies and their effectiveness.

You will then produce a **250 word [minimum] engagement plan** for your own portfolio outlining how each aspect of the platforms used will engage an audience and how you will measure their overall effectiveness.

The **critical assessment, engagement plan**, and **portfolio link** will submitted by **5pm, Friday September 9, 2016** to Turnitin via the unit's iLearn page.

Marking Criteria

- Appropriate and effective use of portfolio format
- Technically proficient use of portfolio format
- Written expression and research at an appropriate graduate level
- Depth and detail of research

On successful completion you will be able to:
- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Design, plan, and create content for professional creative industries environments
- Synthesize and apply theoretical knowledge to an area of production specialization
- Communicate in a manner conforming to accepted academic standards in both written

and spoken form

Portfolio Release

Due: **5pm Friday, October 7 , 2016**
Weighting: **30%**

After the assessment, marking and feedback of your portfolio at the beta stage by the unit lecturer, you will further develop the portfolio to go live no later than the end of Week 8. Once the portfolio is live you will then begin your engagement plan. An assessment of the final live portfolio will be conducted in Week 10 with feedback and a mark provided via email as soon as possible thereafter.

Marking Criteria

- Demonstrated development of the portfolio based on critical feedback
- Technically proficient use of the portfolio platforms, support materials and other media
- Written expression at a professionally appropriate level

On successful completion you will be able to:
- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
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Portfolio Assessment

Due: **5pm, November 2, 2016**
Weighting: **30%**

You will evaluate the quality and level of engagement with your portfolio and then write a **750 word [minimum]** critical assessment. This evaluation will take into account the results of various tools for measuring engagement such as statistics and analytics and any other measurable or notable evidence of engagement such as comments, feedback or media coverage. While offering an interpretation of the success of your engagement plan you will also discuss how that evaluation will determine the future development of the portfolio.

The assessment is due November 2, 2016 and will be submitted to Turnitin via the unit's iLearn page.

Marking Criteria

- Use of appropriate and effective statistics and analytics

- Depth and detail of research

- Written expression and research at an appropriate graduate level

On successful completion you will be able to:

- Identify and scope a suitable portfolio that is responsive to resource and time limitations

- Analyse and engage with advanced theories of production and audience development

- Effectively analyse and incorporate critical feedback into work processes and outputs

- Evaluate and refine approaches to production in a networked context

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Delivery and Resources

Classes

Times and locations of unit tutorials can be found on Macquarie University **Timetables**.

Readings

Week 1:

Required Readings:

Six easy steps to create a successful online portfolio

http://www.creativeboom.com/tips/six-easy-steps-to-create-a-successful-online-portfolio/

45 brilliant design portfolios to inspire you

http://www.creativebloq.com/portfolios/examples-712368

15+ Music Artist Websites

http://www.webdesignerdepot.com/2013/01/15-music-artist-websites/

Week 2:

Required Readings:

Creative Commons https://creativecommons.org

Week 8:

Required Readings:

Tom Peters, "The Brand Called You." *Fast Company,* September 28, 2005. http://www.fastcomp

any.com/28905/brand-called-you

Ann Friedman, "Me, Inc. The Paradoxical, Pressured-Filled Quest to Build a 'Personal Brand,'" *New Republic,* September 29, 2015.

https://newrepublic.com/article/122910/my-paradoxical-quest-build-personal-brand

Week 10:

Required Readings:

Jay Rosen, "The People Formerly Known as Audience," *Pressthink* (June 27, 2006). http://www.huffingtonpost.com/jay-rosen/the-people-formerly-known_1_b_24113.html

Eric Qualman, *Socialnomics: How Social Media Transforms the Way We Live and Do Business*

Recommended Reading

Henry Jenkins, *Convergence Culture: Where Old and New Media Collide* (New York: NYU Press, 2006). Introduction, 1-24.

Technology Used and Required

Access to iLearn, to university library databases and a computer to complete written assignments is essential. You will need access to appropriate software in order to complete the portfolio assignments to a suitable professional level.

Late Submissions

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

Assignment Submissions

All written work must be submitted to Turnitin, via the link on iLearn. Please make sure your full name and student number appear on the first page of your document. Students should ensure that they can receive emails sent to their MQ email address.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, 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 ask.mq.edu.au.

MMCCS Re-mark Procedure:

Additional information MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/ MMCCS

Session Re-mark Application

http://www.mq.edu.au/pubstatic/public/download/?id=167914

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Design, plan, and create content for professional creative industries environments
- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

Assessment tasks

- Participation
- Research & Development
- Portfolio Release

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
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Assessment tasks

- Participation
- Research & Development
- Portfolio Assessment

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

Assessment tasks

- Participation
- Research & Development
- Portfolio Assessment

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Analyse and engage with advanced theories of production and audience development
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

Assessment tasks

- Participation
- Research & Development
- Portfolio Release
- Portfolio Assessment

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Effectively analyse and incorporate critical feedback into work processes and outputs
- Evaluate and refine approaches to production in a networked context
- Design, plan, and create content for professional creative industries environments
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Assessment tasks

- Participation
- Research & Development
- Portfolio Release
- Portfolio Assessment

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Identify and scope a suitable portfolio that is responsive to resource and time limitations
- Deliver production outcomes that meet professional standards

Assessment tasks

- Participation
- Research & Development
- Portfolio Release