



MAS 110

Introduction to Digital Media

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

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General Information

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

From the printing press to citizen journalism, from the telegraph to online gaming; how has digital media evolved to its present-day state? This unit introduces students to contemporary digital media including web and computer technologies, interactive media and games, image and video, and sound, providing a contextual look at their existence. Students will think critically about how technologies are shaped, and how they shape us, as well as considering the histories and uses of various platforms. Teaching is geared towards forming a foundational knowledge of media theory, as well as developing crucial analytical skills. Additionally, students will undertake self-directed and collaborative projects involving hands-on digital media production. The unit is interdisciplinary in scope, with an emphasis on innovative digital media forms and practices today.

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:

Demonstrate an understanding of the relationships between technology, media practices, and cultures.

Apply media studies theory to analyse and critique digital media.

Assess the historical and technological development of present-day media forms.

Formulate arguments and creative works based on appropriate research and academic sources.

Develop academic communication skills through the use of online learning systems.

General Assessment Information

Assessment Criteria

| GRADE | RANGE | STATUS ('Standard Grade' in AMIS) | DESCRIPTION |
|-------|-------|------------------------------------|-------------|
| | | | |

| | | | |
|----|--------|------|--|
| HD | 85-100 | Pass | Provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality, insight or creativity in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application as appropriate to the program. |
| D | 75-84 | Pass | Provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality or creativity in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the program and the audience. |
| CR | 65-74 | Pass | Provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; convincing argumentation with appropriate coherent justification; communication of ideas fluently and clearly in terms of the conventions of the program. |
| P | 50-64 | Pass | Provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the program; routine argumentation with acceptable justification; communication of information and ideas adequately in terms of the conventions of the program. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes. |
| F | 0-49 | Fail | Does not provide evidence of attainment of learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; missing, undeveloped, inappropriate or confusing argumentation; incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the program. |

Special Consideration

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

Expectations of students

- Actively engage with assessment tasks, including carefully reading the guidance provided, understanding criteria, spending sufficient time on the task and submitting work on time.
- Ensure that their work is their own in accordance with the University's Academic Honesty Policy.
- Incorporate theories and topics from the unit.
- Read, reflect and act on feedback provided.

Reference Style

- All sources for submitted work should be correctly cited in-text and in a bibliography using APA formatting.

- An APA style guide is available here: <https://owl.english.purdue.edu/owl/resource/560/01/>
- Failure to correctly cite a source may lead to the student being reported for plagiarism: http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Feedback in this unit

Feedback (on assessments and learning) is provided in several ways throughout this unit. The usefulness of feedback depends on what you do with it. Feedback can be provided in the form of:

- Results for quizzes
- General comment, rubric and in-text comments attached to assignments marked in GradeMark
- Comments from your tutor in discussions and unit activities
- Announcements in iLearn if there are points of relevance to the whole class
- Personal reflections during the course on learning
- Email communication with individual students where comments are made by the tutor or convenor in response to questions related to course activities
- Personal consultations by phone or face to face as requested by appointment

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|--|-----------|--------|--------------------|
| iLearn Quizzes | 20% | No | Week 5 and Week 12 |
| Annotated Bibliography | 30% | No | Week 7 |
| Major Assignment | 40% | No | Week 13 |
| Active Contribution | 10% | No | Ongoing |

iLearn Quizzes

Due: **Week 5 and Week 12**

Weighting: **20%**

Students will undertake two, timed, multiple-choice quizzes administered via iLearn. **Each quiz is worth 10% of the unit grade.** The content of the quiz will relate to readings, lectures, and tutorial discussions undertaken in the unit. The quizzes must be taken individually and requires students to complete all MAS110 material, including lectures and readings. Quiz 1 covers content from weeks 1 through 5. Quiz 2 covers content from weeks 6 through 11.

This assignment should be completed in a timely fashion and the quiz will close automatically at

the stated deadline. Late attempts will only be allowed if a Special Consideration application has been approved.

Assessment criteria:

- Number of multiple-choice questions answered correctly

On successful completion you will be able to:

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Assess the historical and technological development of present-day media forms.

Annotated Bibliography

Due: **Week 7**

Weighting: **30%**

Pick a specific topic and case study to research, which relates explicitly to one or more of the areas covered in MAS110. Complete an annotated bibliography for your topic/case study, including the following:

- An introduction to your topic/case study
- A discussion ('annotation') of 4 academic sources, including an evaluation of each text, explanation of each text's relevance to your topic/case study, and its relevance to other texts
- A conclusion evaluating the literature, including strengths/weaknesses and gaps
- In-text references and bibliography in APA style

The annotated bibliography should be **1000 words in length (+/- 10%)** and fully referenced in APA style. End-text references are not included in this limit.

The annotated bibliography should **include 2 academic sources from MAS110** (set readings, suggested readings, or texts mentioned in lectures) **and 2 academic sources that you have found through your own independent research**. It should include 4 academic sources in total.

You may cite further sources if required.

Submission:

The Annotated Bibliography will be submitted via the Turnitin link on iLearn as a PDF or Word document.

Assessment Criteria:

- Suitability of topic/case study and texts
- Engagement with literature (2 from MAS110, 2 independently sourced)
- Writing style and presentation

- Accuracy of APA referencing

On successful completion you will be able to:

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Apply media studies theory to analyse and critique digital media.
- Assess the historical and technological development of present-day media forms.
- Formulate arguments and creative works based on appropriate research and academic sources.
- Develop academic communication skills through the use of online learning systems.

Major Assignment

Due: **Week 13**

Weighting: **40%**

Students will undertake a research project relating academic theory or theories of their choice to a topic/case study of their choice. This assignment includes two parts: 1) a video, and 2) a fully referenced transcript/script of the video, which includes a hyperlink to the video. Workshops concerning the Major Assignment will be held during tutorials in the second half of the session, and should be used to ask your tutor specific questions regarding your own project.

Content:

- This assignment should critically analyse the selected topic/case study using the chosen theory or theories. It should not just give a technological description, nor a historical narrative of the case study. It must explore the cultural, social and political dimensions and impacts of the technology, and make a specific argument.
- This assignment must demonstrate the student's ability to apply the chosen academic theory or theories to the chosen technological case study.
- Assignments should show an understanding of key concepts discussed in MAS110, build upon ideas from the required readings, and demonstrate explicit evidence of self-directed academic research
- The assignment transcript should demonstrate academic referencing practices as well as correct attribution for any third-party audiovisual materials used in the video.
- A **minimum of 5 suitable academic sources** should be used, including **at least 2 from MAS110** and **at least 3 independently researched sources**. You may cite further sources if required.

Length:

- The video should be between **3 and 4 minutes** in length.

- There is no word limit on the transcript, but it must accurately include all spoken content and text included in the video as well as references (both academic and Creative Commons/media referencing).

Form:

- The video should present your research project clearly and effectively. You may choose to present your project as a video essay, a vlog, a short film, a presentation to camera, animation, or other creative approach.
- The video will be assessed on effective communication, not technical production. Communication includes the effectiveness and clarity of your presentation. Consider the best way to convey your message, using editing, staging, visuals, scripting, annotations, music, and so on. If you are unsure whether your approach is suitable, discuss it with your tutor.
- The transcript must accurately include all spoken content and text included in the video. The transcript should be fully referenced in APA style. Any non-original content used in the video (such as music, photographs, images, etc.) must also be attributed in the transcript, using Creative Commons referencing (if applicable) or APA style.

Note 1: You may not use any audiovisual materials in your video to which you do not have the appropriate rights (e.g. embedding someone else's video in your own), as this breaches the policies of video hosting services. You may use self-created material, public domain material, or (appropriately cited and licensed) Creative Commons material. If the service detects that you are using copyrighted material in your creative work, it may remove your work, thus preventing your tutor from marking it. Ensuring that your work does not breach copyright and these websites' terms and conditions is your own responsibility.

Note 2: Students are responsible for the production and correct submission/upload of both the video and the transcript. Teaching staff are unable to give technical support relating to the production of this assignment. Students are responsible for ensuring that they have the technical ability to complete and submit/upload the video and transcript component of this assignment. Transcripts and videos which have not been correctly submitted/uploaded and are not accessible for marking are liable to receive a mark of zero.

Submission:

- The video will be uploaded to an online video service which is accessible via URL. The video should be uploaded as an unlisted video (i.e. accessible only via clicking the link directly).
- The transcript, including a URL/hyperlink to the video, will be submitted to the Turnitin link on MAS110 iLearn as a PDF or Word document.
- Both components must be submitted before the due date, or a lateness penalty will be

incurred.

Assessment Criteria:

- Suitability of topic/case study
- Engagement with suitable academic theory/content, including MAS110 resources and original sources
- Effectiveness of video presentation
- Writing style, presentation, and referencing in transcript

On successful completion you will be able to:

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Apply media studies theory to analyse and critique digital media.
- Assess the historical and technological development of present-day media forms.
- Formulate arguments and creative works based on appropriate research and academic sources.
- Develop academic communication skills through the use of online learning systems.

Active Contribution

Due: **Ongoing**

Weighting: **10%**

Attendance and contribution in tutorials based on effective preparation, including reading and watching lectures online is essential to successfully meet the learning outcomes. Tutors will keep records of your attendance at tutorials and evaluate your active participation, preparedness, and contributions to tutorial exercises and discussion.

Assessment criteria:

- Evidence of preparation for tutorials (reading and watching lectures)
- Informed contributions to tutorial discussions
- Participation in informal tutorial exercises
- Evidence of reflection on your own understandings and perspectives
- Regular attendance at tutorials

On successful completion you will be able to:

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Develop academic communication skills through the use of online learning systems.

Delivery and Resources

Lectures:

MAS110 lectures are online only. The weekly lecture should be viewed before the week's tutorial. Students are expected to engage with lectures, take notes, and to actively relate lecture content to tutorial discussions and assessments.

Tutorials:

Tutorials begin in week 1. Participation in tutorial activities is a compulsory part of MAS110. Students are expected to arrive punctually and actively participate in class. Tutorials are used to work through concepts and content from lectures and readings, and will convey important information relating to unit assessments, including workshopping upcoming assessments, explaining rubrics, and discussing returned work. Arranging access to the content of missed tutorials is the responsibility of the student.

Required and recommended texts and/or materials:

The schedule of required readings is provided on the MAS110 iLearn. All required readings for MAS110 are accessible online via iLearn/Macquarie University Library. Any further recommended readings or material for each week will be listed on iLearn. If a reading is unavailable or a web link is broken, please contact the convenor. Also contact the convenor if you have special requirements for accessing readings (for instance, visual impairment).

Applying for Special Consideration:

Information on the Special Consideration Policy, and how to apply, is available here:

<https://students.mq.edu.au/study/my-study-program/special-consideration>

Re-Marks:

The Re-mark Application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Technologies used:

The iLearn site for MAS110 is accessible at: <http://ilearn.mq.edu.au/>. A computer and Internet access are required to complete assessments in MAS110. Basic computer and word processing skills are also a requirement.

Assessment Submission:

All assignments for MAS110 will be completed/submitted online, via iLearn or other sites as necessary. Further details on submission will be explained in tutorials.

Return of marked work:

During semester, marked work will be returned to students online via iLearn.

Examinations:

There is no exam for MAS110.

Unit Schedule

Week 1: Introduction

Week 2: Digital Media Cultures

Week 3: Information Society

Week 4: The Social Web

Week 5: Image

Week 6: Music

Week 7: Video

Week 8: Play

Week 9: Intellectual Property and Open Source

Week 10: Surveillance

Week 11: The Environment

Week 12: No lecture: Major Assignment Workshop

Week 13: No lecture: Study week

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

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Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/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>.

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

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We

want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Develop academic communication skills through the use of online learning systems.

Assessment task

- Major Assignment

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Formulate arguments and creative works based on appropriate research and academic sources.

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Formulate arguments and creative works based on appropriate research and academic sources.
- Develop academic communication skills through the use of online learning systems.

Assessment task

- Active Contribution

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge,

scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcome

- Apply media studies theory to analyse and critique digital media.

Assessment tasks

- iLearn Quizzes
- Annotated Bibliography

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of the relationships between technology, media practices, and cultures.
- Apply media studies theory to analyse and critique digital media.
- Assess the historical and technological development of present-day media forms.

Assessment tasks

- Major Assignment
- Active Contribution

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Assess the historical and technological development of present-day media forms.
- Formulate arguments and creative works based on appropriate research and academic sources.

Assessment tasks

- Annotated Bibliography
- Major Assignment

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

- Develop academic communication skills through the use of online learning systems.

Assessment tasks

- Annotated Bibliography
- Major Assignment
- Active Contribution

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Apply media studies theory to analyse and critique digital media.

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and

country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

- Apply media studies theory to analyse and critique digital media.