



# MECO845

## Creative Production Portfolio

S2 Day 2019

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor and Lecturer

Margie Borschke

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10HA 254, 10 Hadenfeld Dr (formerly Y3A 254)

After class; by appointment

Credit points

8

Prerequisites

(Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MMedia or MCreIndMMedia) 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
- 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

## General Assessment Information

- All assessments must be submitted online via the appropriate ilearn Turnitin submission box
- Students will have access to the standards expected and examples of relevant and related assessment tasks. (The assessment criteria are stated in this unit guide. The standards expected are detailed in the rubric available on ilearn in the relevant Assessment section--there will also be many opportunities to discuss these standards and examples of relevant and related assessment tasks in class time.)
- **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.”*
- This penalty does not apply for cases in which an application for Special Consideration is made and approved

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Proposal</a>	40%	No	September 2, 2019 (9AM)
<a href="#">Independent project and report</a>	60%	No	November 8, 2019; 23:59

### Proposal

Due: **September 2, 2019 (9AM)**

Weighting: **40%**

Your proposal will include:

- 1) Statement of Practice: A 300 word biographical statement that narrates your experience and practice to date and identifies your aims and goals in journalism or the creative industries.
- 2) A 600 word description of the proposed project. You should write this as a pitch to a client/ editor/producer etc. Be specific about what you intend to deliver in assessment 2.
- 3) Detailed timeline of how you plan to produce your project and deadlines you expect to meet along the way. (Include specific dates and goals. Include booking studios into your plan as well as any milestones you have already met. )

3) 850 word case study. Each report will contain a brief case study (as presented in week 3 or 4) that inspires or informs in your proposed project. Discuss the relevance of new approaches to production, distribution and consumption in a networked context and cite relevant scholarly or industry literature (apx 850 words + references).

### Assessment Criteria:

Demonstrated understanding of how to identify scope and plan a workable project in your chosen area of media practice

Ability to contextualise project within your area of media practice and its key debates in a networked context

Quality of the research analysis and critical reflection that underpins your case study and project proposal

Success of your proposal as a piece of persuasive communication and an artifact of your learning process

This is a formative assessment: Feedback will include a grade out of 100 and a qualitative rubric.

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
- 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

## Independent project and report

Due: **November 8, 2019; 23:59**

Weighting: **60%**

1) Project: Submit a pilot or polished draft of your project. (Your project may be a single substantial piece relevant to your area of practice or a body of work. It must be an original project developed for this unit. (The specific length, volume and form relevant to your area of practice will be set out in your proposal and agreed upon with the unit convenor prior to submission.) **It is expected that students will devote apx 72 independent hours to producing their creative or journalistic project.**

2) 1000 word reflection that

- Contextualises your work within industry debates and trends

- Identifies and narrate both the successes and shortcomings of your project as a whole and analyse against your proposal. (If you were unable to deliver what was proposed identify this, explain why and identify how you would solve this in future.)
- Identifies and analyses any strategies you used to identify, build and engage and audience in your work in progress and how you might engage them in future.

**Assessment Criteria:**

- Production outcomes: Quality of your project in the context of your chosen area of media practice and relative to your stated deliverables
- Demonstrated ability to contextualise your project and its contributions within larger debates about the creative industries and/or journalism
- Demonstrated identification and understanding of theories of production and network engagement and their application to your project's success and audience development
- Overall success of your report as piece of persuasive communication and a reflection on your learning process

This is a summative assessment: Feedback will include a grade out of 100 and a qualitative rubric.

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
- Evaluate and refine approaches to production in a networked context
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## **Delivery and Resources**

Seminars commence in week 1 as stated in timetables. Students are expected to attend and participate in the seminars.

There are no required readings in this unit. Recommended resources will be available via iLearn.

## **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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 [ask.mq.edu.au](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

MMCCS Session Re-mark Application: [www.mq.edu.au/pubstatic/public/download/?id=167914](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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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/](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
- Analyse and engage with advanced theories of production and audience development
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- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

#### Assessment tasks

- Proposal
- Independent project and report

### 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
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- Evaluate and refine approaches to production in a networked context
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- Synthesize and apply theoretical knowledge to an area of production specialization
- Deliver production outcomes that meet professional standards

## **Assessment tasks**

- Proposal
- Independent project and report

## **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
- 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

## **Assessment tasks**

- Proposal
- Independent project and report

## **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
- Evaluate and refine approaches to production in a networked context
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- Synthesize and apply theoretical knowledge to an area of production specialization
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## Assessment tasks

- Proposal
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## 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
- Analyse and engage with advanced theories of production and audience development
- 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
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## Assessment tasks

- Proposal
- Independent project and report

## 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
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## Assessment tasks

- Proposal
- Independent project and report