



# MECO837

## Digital Media Strategies

S1 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 Chris Müller <a href="mailto:chris.muller@mq.edu.au">chris.muller@mq.edu.au</a>
Credit points 4
Prerequisites Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MIntComm or MIntBusMIntComm or MIntCommMIntRel or MMedia or MCreIndMMedia
Corequisites
Co-badged status
Unit description This unit examines the impacts of new technologies on media practices, industries and economies. Key media forms are contextualised within histories of transformation and continuity, and current issues affecting production and distribution are explored.

## 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:

1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## General Assessment Information

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. MMCCS Session Re-mark Application: <http://www.w.mq.edu.au/pubstatic/public/download/?id=167914>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Progress Journal</a>	40%	No	11/4/2019
<a href="#">Industry Pitch</a>	60%	No	31/5/2019

### Progress Journal

Due: **11/4/2019**

Weighting: **40%**

In this unit you are expected to keep a process journal (see iLearn for instruction and options on how and where to keep this journal). This journal will document your engagement with the course material and learning activities in the weekly seminars as well as your independent research. Each week you will be given a task to do in class which you will then complete and add to your journal. Your entries should be between 500-750 words in length and you are encouraged to also include photographic or video documentation, reference to the assigned & recommended readings and links to any timely news articles or case studies relevant to the course content. Each entry should demonstrate that you can identify, understand and apply key ideas, debates and events that relate to disruption and innovation and identify or envisage digital strategies that arise in response to such changes in the media landscape.

**What to submit:** Submit two process journal entries for assessment from weeks 1-7 (combined word count should not exceed 1500 words)

**How to submit:** Submit your work in word document or PDF to the turnitin box on iLearn

#### Assessment Criteria:

**Understanding:** Identify and demonstrate an understanding of key questions, debates and concepts covered in the seminars and weekly readings.

**Application:** Evidence that you can draw connections between theory and practice and apply ideas in new contexts by conducting relevant independent research and incorporating examples and other relevant material into your portfolio.

**Analysis:** Demonstrate that you can critically analyze key concepts and situate them within broader academic and professional discourse.

Expression: Clarity of expression, spelling, grammar and appropriate format. Effective use of citations, original images and other media.

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## Industry Pitch

Due: **31/5/2019**

Weighting: **60%**

Working in groups of four (groups are randomly generated), students will develop a media strategy in response to a brief developed together with an industry partner, The Powerhouse Museum in Ultimo. The museum is an active producer of original research, runs regular educational events and lectures and also hosts Research Fellows. The museum is currently also digitising its entire collection of over 500'000 individual objects.

As part of an assessment of the profile and outreach of research services and projects at the Museum of Applied Arts and Sciences (Powerhouse Museum), the Research team at the Museum has invited us to submit ideas for a media strategy that utilises the untapped potential of the material it produces. These ideas should be guided by (and help promote) the core values of 'Respect', 'Opportunity' and 'Community Relationships'.

As part of this assessment, you will have the chance to interface with the team at the Powerhouse directly during a briefing session. You will also be able to develop your ideas in themed workshops convened by your course tutor.

*The work will be assessed by your tutor, but the outcomes will also be shared with the team at the Powerhouse. This is your opportunity to build your own portfolio and to make a real difference and I expect that this task is approached in a professional manner and with a collaborative spirit.*

**The actual assessment task comprises of 3 distinct elements: (1)** a 1-2min pitch (in tutorial week 10), followed by **(2)** a 10 min video presentation (due end of week 12). Elements 1 and 2 will be awarded a team grade that will make up 50% of your total grade for this assignment (i.e., 30% of your grade for the unit as a whole).

By the end of week 12, you are also required to submit: **(3)** a personal research dossier and reflection of 1200 words. The dossier should document your own individual thought process and research. This will be awarded an individual grade that will make up 50% of your total grade for this assignment (i.e., 30% of your grade for the unit as a whole).

### Guidance Notes:

#### Pitch & Video presentation

It is an industry standard that initial ideas for a strategy are pitched before they are formulated in detail. In week 10 you will present your starting position to your tutor in class. This will not be assigned a grade but is a requirement to progress to the video presentation. The 10min video presentation should comprise of an analytical **and** a creative component:

- The analytical component of the presentation should discuss the kinds of material the Powerhouse wants to make accessible and should assess the digital strategies with which other cultural institutions have made their own research available to research communities and the wider public. This component should evaluate approaches that you think are particularly suited to the Powerhouse and the operative realities introduced to you during the briefing and in the class room.
- The creative component of the presentation should go on to **describe** how you would implement your strategy with the aid of **one** specific example. If, for instance, you have isolated podcasts and social media posts as potential components of your strategy, your presentation should use existing content to illustrate how one of these would look. You should introduce ideas on branding (i.e. suitable titles, slogans, aesthetic, etc.) and provide an account of how this has been tailored to specific target audiences. It should also give a sense of how your strategy would be implemented and who would produce this content.

#### Personal Research Document and Reflection

Each team member will also submit a separate research dossier and personal reflection (1200 words). This will be assigned an individual grade. Your dossier should document your thought process, approach and interaction with the team you are part of. Your dossier should include:

- An account of your research activities and, when relevant, citations from academic sources.
- Your own analyses of data, content and web sites (relevant links should be included).
- A reflection on how you shared information and what research outcomes you shared with your team or specific team members. This should also include an account of how you decided what information was relevant.

### What to Submit:

Pitch & Group Presentation: Each team will submit **one** 10min video presentation and a transcript. *You should also submit a one page document that outlines how you distributed tasks and responsibilities. This should be signed by each team member.* Due date: Friday 31/5/2019

Research Dossier: Submit your reasearch dossier (1200 words) as a word document or PDF to the turnitin box on iLearn

### **Assessment Criteria:**

Evidence of a professional and collaborative approach with clearly assigned and equally distributed tasks, collective decisions and consideration of your team mates.

Analysis and critical awareness: the ability to effectively process, evaluate and communicate diverse types of information and large data sets.

Application: Evidence that you can draw connections between theory and practice and apply ideas in new contexts and within the framework of a professional setting.

Expression: Clarity of expression, spelling, grammar and appropriate format. Effective use of citations, original images and other media.

Demonstration of creative imagination (video presentation): Does the presentation simply meet the brief for the assessment, or does it go above and beyond in a way that intrigues, surprises, entertains, or educates the viewer? Could it be described as compelling in some way?

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- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## **Delivery and Resources**

Each new technology brings forth new media forms and new ways of engaging individuals and creating a public. In this unit we will study the strategies that are employed to utilise, shape and control the power of digital media. To this end we will study the transition into digital media and will examine the wider social and economic effects of ongoing media disruption.

Effective media strategies do not merely make use of a medium, they re-shape our relationship

to it. Because of this, we will mainly approach the evolution of information technology through critical perspectives that seek to cut through our habitual relationship to our own media devices. This will allow us to analyse wider media effects that are often hidden from sight and these critical perspectives will also stimulate our imagination to help us come up with media strategies of our own.

Classes will combine mini lectures and group work and discussions. Although this is not a production unit, you will have the opportunity to apply the theoretical positions discussed in this unit to a major practical case study which will allow you to interface with an industry partner, The Powerhouse Museum in Ultimo. (<https://maas.museum/powerhouse-museum/>)

Course readings will be accessible via links on iLearn via the Library's legato system.

## 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>).

## 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)

## 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

- 1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)



- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## **Assessment tasks**

- Progress Journal
- Industry Pitch

## **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**

- 1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## **Assessment tasks**

- Progress Journal
- Industry Pitch

## **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**

- 1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## **Assessment tasks**

- Progress Journal
- Industry Pitch

## **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**

- 1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media

practice (GC 1, 3 & 6)

## Assessment tasks

- Progress Journal
- Industry Pitch

## 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

- 1. Engage in sophisticated critical analysis of creative media works (Graduate Capabilities 2, 3, 6)
- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## Assessment tasks

- Progress Journal
- Industry Pitch

## 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

- 1. Engage in sophisticated critical analysis of creative media works (Graduate

Capabilities 2, 3, 6)

- 2. Consolidate theoretical knowledge and understanding specific to the discipline of media arts and media practice (GC 1, 2, 3 & 6)
- 3. Communicate knowledge and critical expertise individually and collaboratively and in written and spoken forms to professional audiences (GC 4, 5 & 6)
- 4. Situate an understanding of creative media practice within a broader theoretical and environmental framework (GC 2, 5 & 6)
- 5. Synthesise theoretical and creative approaches to contemporary issues in media practice (GC 1, 3 & 6)

## Assessment tasks

- Progress Journal
- Industry Pitch

## Changes since First Published

Date	Description
21/02/2019	Alignment of Learning Outcomes and Assessment Task (Industry Pitch)