



## UNSW Course Outline

# MDIA3004 Independent Production Project - 2024

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## General Course Information

**Course Code :** MDIA3004

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of the Arts and Media

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Working as a creative practitioner requires more than inspiration and initiative: you need the skills and knowledge to conceive, execute, and deliver your projects. This course enables students from a wide range of creative areas to find material realization for their ideas through the

production of an independent project. You will develop your own brief to produce an outcome that aligns with your discipline specialisation, for example, experimental drawing, model or set design, articulated puppets, video, or stop-motion animation. Individual project supervision will support you during your exploration of creative processes, techniques, and materials. Through the UNSW Maker Spaces, you will access a vast array of creative process options including constructing, printing(3D), assemblage, cutting (laser), or sewing. This is a course for students wishing to realise their creative ideas in an individual project.

This course builds a complementary skill sequence when taken together with the courses MDIA1005 Creative Sound Technologies, MDIA2014 Time, Space, Experience, MDIA2000 Animating Media, MDIA2010 Serious Games, and/or ARTS2066 Writing for the Screen.

## Relationship to Other Courses

This course builds a complementary skill sequence when taken together with the courses MDIA1005 Creative Sound Technologies, MDIA2014 Time, Space, Experience, MDIA2000 Animating Media, MDIA2010 Serious Games, and/or ARTS2066 Writing for the Screen.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Conceive, research, and create an original work for a specific audience.
CLO2 : Demonstrate the capacity to develop the skills, planning strategies, and time management practices needed to create an independent project.
CLO3 : Demonstrate a personal production style and the technical skills necessary to make an independent project.
CLO4 : Respond to critical feedback in a professional and creative way.

Course Learning Outcomes	Assessment Item
CLO1 : Conceive, research, and create an original work for a specific audience.	<ul style="list-style-type: none"> <li>• Project Proposal</li> <li>• Independent Project</li> </ul>
CLO2 : Demonstrate the capacity to develop the skills, planning strategies, and time management practices needed to create an independent project.	<ul style="list-style-type: none"> <li>• Project Proposal</li> <li>• Independent Project</li> </ul>
CLO3 : Demonstrate a personal production style and the technical skills necessary to make an independent project.	<ul style="list-style-type: none"> <li>• Independent Project</li> </ul>
CLO4 : Respond to critical feedback in a professional and creative way.	<ul style="list-style-type: none"> <li>• Independent Project</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Project Proposal Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Week 4: 30 September - 06 October
Independent Project Assessment Format: Individual	60%	Start Date: Not Applicable Due Date: Week 10: 11 November - 17 November

### Assessment Details

#### Project Proposal

##### Assessment Overview

A professionally presented document that defines the project, demonstrates planning strategies, and brings the project to life for the reader.

Approximately 10-14 A4 pages

Feedback via LMS

##### Course Learning Outcomes

- CL01 : Conceive, research, and create an original work for a specific audience.
- CL02 : Demonstrate the capacity to develop the skills, planning strategies, and time management practices needed to create an independent project.

##### Detailed Assessment Description

A detailed brief for this assessment task and supporting guidelines will be provided at the start of T3.

##### Assessment Length

A detailed description of this assessment task will be provided via the mdia3004 course website.

##### Assessment information

A detailed brief for this assessment task and supporting guidelines will be provided at the start of T3.

## **Generative AI Permission Level**

### **No Assistance**

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

## **Independent Project**

### **Assessment Overview**

An independent production project in the form of a substantive animation, video, sound work or installation suitable for exhibition or screening in the public domain.

Feedback via LMS

### **Course Learning Outcomes**

- CL01 : Conceive, research, and create an original work for a specific audience.
- CL02 : Demonstrate the capacity to develop the skills, planning strategies, and time management practices needed to create an independent project.
- CL03 : Demonstrate a personal production style and the technical skills necessary to make an independent project.
- CL04 : Respond to critical feedback in a professional and creative way.

### **Detailed Assessment Description**

A detailed description of this assessment task will be provided via the mdia3004 Independent Production Project course website.

### **Assessment Length**

A detailed description of this assessment task will be provided via the mdia3004 course website.

### **Submission notes**

A detailed description of this assessment task will be provided via the mdia3004 Independent Production Project course website.

### **Assessment information**

A detailed description of this assessment task will be provided via the mdia3004 Independent Production Project course website.

## **Generative AI Permission Level**

### **No Assistance**

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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## General Assessment Information

A detailed description of this assessment task will be provided via the mdia3004 Independent Production Project course website.

### Grading Basis

Standard

### Requirements to pass course

A student is expected to attend all class contact hours for a face-to-face (F2F), attend lectures, complete all lecture activities and submit all assessment tasks. Studio classes, in-preson lectures and assessment tasks promote active engagement with core course content. Students must attend at least 80% of studio classes. Unexcused absences may result in the award of a fail grade. A student who arrives more than 15 minutes late may be penalized for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours. If a student experiences illness, misadventure, or another occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority via email, and where applicable their request should be accompanied by an original or certified copy of a medical certificate or another form of appropriate evidence. Students are encouraged to seek special consideration if there are exceptional circumstances preventing them from attending classes or submitting assessment tasks. <https://student.unsw.edu.au/specialconsideration>

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Week 1 lecture in-person delivery Multiplatform Storytelling and Past Futures - Creating Now for Tomorrow Essential Introduction to the Independent Production Project
	Studio	Week 1 lecture in-class exercises Introduction to the Independent Production Project
Week 2 : 16 September - 22 September	Lecture	Week 2 lecture in-person delivery Design Process, Materiality and Making - Unpacking Artistic Decisions
	Studio	UNSW Makers Space-Workshop Safety Induction & Digital Fabrication The Design Futures Lab Located: The Squarehouse (E4) Ground Floor Room G06B UNSW Sydney, NSW 2052 Australia design.lab@unsw.edu.au.
Week 3 : 23 September - 29 September	Lecture	Week 3 lecture in-person delivery Prototyping Technologies - Vision & Multidimensional Thinking
	Studio	Week 2 & 3 lecture in-class exercises Independent Production Project Workshop
Week 4 : 30 September - 6 October	Lecture	Week 4 lecture in-person delivery Is it Art or is it Design? - Illuminating Invisible Design
	Studio	Assessment Task 1 Presentation and Feedback Session
	Assessment	Assessment Task 1 due in-class and delivered via Moodle this week.
Week 5 : 7 October - 13 October	Lecture	Public holiday - Refer to Online Activity for Week 5 lecture. What does it mean to be creative? - Conceptual Contexts for Ideation
	Studio	Week 4 & 5 lecture in-class exercises
Week 6 : 14 October - 20 October	Other	This is a non-teaching "flexible" week and good opportunity to focus on your independent project production tasks
Week 7 : 21 October - 27 October	Lecture	Week 7 lecture in-person delivery From Tactile to Digital Media - Evolving The Nostalgic Medium of Analog
	Studio	Week 7 lecture in-class exercises Independent Production Project Consultations
Week 8 : 28 October - 3 November	Lecture	Week 8 lecture in-person delivery Installation & Exhibition - Imagined Architecture and Non-Space
	Studio	Week 8 lecture in-class exercises Independent Production Project Consultations
Week 9 : 4 November - 10 November	Lecture	Week 9 lecture in-person delivery Interactivity and Immersion - Pop-up Exhibiting & Telling a Spatial Story
	Studio	Week 9 lecture in-class exercises Independent Production Project Consultations
Week 10 : 11 November - 17 November	Lecture	Week 10 lecture in-person delivery Industry, AI & Beyond Essential Consults on Exhibiting Final Project
	Studio	Independent Production Project In-Class Presentations
	Assessment	Assessment Task 2 is due and delivered this week

## Attendance Requirements

### School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural

differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

**The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

#### **Bachelor of Arts (3409)**

4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
8. Act ethically, respectfully and responsibly.

#### **Bachelor of Media (3341)**

2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.
7. Collaborate effectively with local and international communities of practitioners across media

contexts.

### **Bachelor of Fine Arts (4830)**

4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.

6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.

7. Employ professional practice principles to realise independent and collaborative initiatives.

### **Master of Communication and Journalism (8232)**

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

### **Master of Public Relations and Advertising (8281)**

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

## **General Schedule Information**

There will be a weekly studio class and weekly in-person lectures. Additional details will be given in class and via the course LMS



# Course Resources

## Prescribed Resources

A reliable and professional hard-drive is essential to ensure that all production work is backed up and safely stored for this course (and all production courses) and for future use in your Media Production Portfolio. Students may be asked to download specific free or inexpensive apps/software and gather or purchase inexpensive resources and consumables. If necessary, details will be provided in class and on the course LMS.

## Recommended Resources

Explore the Makerspaces to understand which spaces best suit you and your project.

Design Futures Lab <https://www.making.unsw.edu.au/makerspaces/our-makerspaces/>

## Additional Costs

Based on your production choices and engagement with the UNSW Makers Spaces you may need to purchase some specific materials.

Design Futures stocks a range of commonly used materials for students to purchase at affordable prices.

<https://www.making.unsw.edu.au/df/shop/>

## Course Evaluation and Development

A combination of the following approaches will be used to gather feedback about the course.

UNSW MyExperience course and teaching evaluation and improvement process.

Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jelena Sinik					Yes	Yes

# Other Useful Information

## Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another

university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

### **Use of AI for assessments**

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

### **Submission of Assessment Tasks**

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://>

## Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

**Important note:** UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

## School-specific Information

### Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>