



UNSW Course Outline

DART9300 Digital Aesthetics - 2024

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General Course Information

Course Code : DART9300

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of Art & Design

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Paddington

Campus : Paddington

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook](#) [Class Timetable](#)

Course Details & Outcomes

Course Description

This course explores the histories and theories informing contemporary animation and visual effects practices. Throughout the course, you will be introduced to key terms, concepts, and frameworks through which to analyse and interpret examples and practices in this fast evolving field. Through discussion, analysis, and research you will interrogate fundamental aspects of

digital screen aesthetics and explore the role of new technologies in shaping our ways of seeing, thinking, and generating meaning in contemporary contexts.

Course Aims

This course aims to provide fundamental contextual, theoretical, and historical knowledge for students to develop their practices in animation and visual effects. The course aims to generate a supportive peer environment that assists students in advancing their learning according to their chosen creative and professional journey.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Examine and evaluate the histories and theories informing contemporary animation and visual effects practices.
CLO2 : Critically analyse and interpret examples of animation and visual effects in relation to contemporary cultural contexts.
CLO3 : Apply academic research skills to select and integrate high quality scholarly sources.
CLO4 : Construct a persuasive and supported argument in relation to animation and visual effects using appropriate essay structure.

Course Learning Outcomes	Assessment Item
CLO1 : Examine and evaluate the histories and theories informing contemporary animation and visual effects practices.	<ul style="list-style-type: none">• Case Study Presentation• Pitch Proposal
CLO2 : Critically analyse and interpret examples of animation and visual effects in relation to contemporary cultural contexts.	<ul style="list-style-type: none">• Case Study Presentation• Pitch Proposal
CLO3 : Apply academic research skills to select and integrate high quality scholarly sources.	<ul style="list-style-type: none">• Pitch Proposal
CLO4 : Construct a persuasive and supported argument in relation to animation and visual effects using appropriate essay structure.	<ul style="list-style-type: none">• Pitch Proposal

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Case Study Presentation Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 04/03/2024 09:00 AM
Pitch Proposal Assessment Format: Individual	60%	Start Date: Not Applicable Due Date: 22/04/2024 05:00 PM

Assessment Details

Case Study Presentation

Assessment Overview

For this assessment, you will prepare and present a short analysis of a screen-based work of your choice (pending approval from your tutor), making use of a methodology or theory that has been discussed in the lectures and tutorials in this course.

Course Learning Outcomes

- CL01 : Examine and evaluate the histories and theories informing contemporary animation and visual effects practices.
- CL02 : Critically analyse and interpret examples of animation and visual effects in relation to contemporary cultural contexts.

Detailed Assessment Description

Assessment Description:

In the first few weeks of this course, we have looked at several historical film theories and analytical methodologies that have been used to understand specific works of moving image art, and cinema in general. These approaches can help us understand the works that we consume, the particularities of the medium, and in turn, they can make us more sophisticated vfx artists, animators, and filmmakers.

For this assessment, you will prepare and present a 10 minute analysis of a screen-based work of your choice (pending approval from your tutor), making use of a methodology or theory that has been discussed in the lectures and tutorials in this course.

How to complete the assessment:

1. Choose a movie, animation, work of video art, or other screen-based media work. It can be

something you like, or something you dislike, or simply something that you would like to formally analyse in detail. Discuss your choice with your tutor.

2. From the list below, chose a methodology or theoretical framework to structure your analysis.
3. Prepare a 10 minute PowerPoint presentation to the class with your analysis. Your presentation should include a description and/or synopsis, images and clips from the work you have chosen, and at least one detailed analysis of a scene or component of the chosen work. Remember, a review is not the same thing as an analysis!
4. Submit your PowerPoint and presentation notes to Moodle.

Analytical methodologies to chose from:

Semiotics and Structuralism

Feminist Film Theory (not just limited to Second Wave Feminism)

Postmodernism and Poststructuralism

Auteur Theory

Queer Film Theory

Marxist Dialectics

Post-Colonial Theory

Cognitive Film Theory

Formalism

Other (pending approval from your tutor)

Assessment Length

10 minute presentation

Submission notes

In class presentation AND Moodle submission

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Pitch Proposal

Assessment Overview

For this assessment, you will prepare a pitch document that outlines an idea that you have for an artwork, movie, series, or animation. The idea can be anything. Imagine a project that has no bounds; a dream project that you would love to bring to life. This is your chance to imagine it!

Course Learning Outcomes

- CL01 : Examine and evaluate the histories and theories informing contemporary animation and visual effects practices.
- CL02 : Critically analyse and interpret examples of animation and visual effects in relation to contemporary cultural contexts.
- CL03 : Apply academic research skills to select and integrate high quality scholarly sources.
- CL04 : Construct a persuasive and supported argument in relation to animation and visual effects using appropriate essay structure.

Detailed Assessment Description

Assessment Description:

Throughout this course, we have looked at a number of moving image works, movies, animations and artworks. Each of these works was conceived, developed, planned, and executed by an individual artist or group of collaborators. But in order for these projects to be approved, funded, supported, produced, presented and distributed, a creative must have a firm grasp of how to communicate this idea to others. What is the project about? What other works does this idea look like? Who is it made for? How will it be received by its intended audience? What is its intended audience? What themes and ideas will the project be exploring?

For this assessment, you will prepare a pitch document that outlines an idea that you have for an artwork, movie, series or animation. The idea can be anything. Imagine a project that has no bounds; a dream project that you would love to bring to life. This is your chance to imagine it!

To support your idea, use an example of an existing project (a movie, a series, an animation, etc) to give your idea a context.

How to complete the assessment:

1. Develop an idea for an animation, movie, series, video installation or other digital media work. It might be based on a smaller project you did in the past, or it might be something that you've always dreamed of realising. There will be time and activities during tutorials to help come up with your idea.

2. Consider the audience for your proposal. Think about your target demographic and the aesthetic context that best reaches and represents that demographic. What design and typographic elements define that audience? What other cultural works (movies, music, games, etc) are associated with that particular aesthetic language?
3. Present your idea in such a way that it communicates your proposal in both form and content.
4. Compare and contrast your proposal with the development of an existing work of screen culture.
5. Upload your PDF to Moodle.

Assessment Length

1500 words plus images and video links

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Blended	THE LIFE CYCLE OF IMAGES
Week 2 : 19 February - 25 February	Blended	HOW TO READ SCREEN CULTURE, PART 1
Week 3 : 26 February - 3 March	Blended	HOW TO READ SCREEN CULTURE 2: ELECTRIC BOOGALOO
Week 4 : 4 March - 10 March	Blended	GRAMMARS OF THE SCREEN
Week 5 : 11 March - 17 March	Blended	ANIMATION THROUGH TIME AND SPACE
Week 6 : 18 March - 24 March	Other	Study week
Week 7 : 25 March - 31 March	Blended	COMMUNICATING A PROJECT
Week 8 : 1 April - 7 April	Blended	POWER AND MARGINALISED AESTHETICS
Week 9 : 8 April - 14 April	Blended	THE OPERATIONAL IMAGE
Week 10 : 15 April - 21 April	Blended	THE REAL AND THE FAILURE OF THE IMAGE
Week 11 : 22 April - 28 April	Other	Non-teaching week
Week 12 : 29 April - 5 May	Assessment	Assessment submission

Attendance Requirements

Attendance Requirements

Students are expected to attend all classes for each course in which they are enrolled. Failure to attend and participate in at least 80% of learning activities such as discussions, peer feedback, studio sessions, online activities, group work, etc., may result in you being flagged as at risk of failing the course. By punctually attending and actively participating in your classes you not only increase your own opportunities for developing your skills and knowledge, but will also help build

a rigorous and engaged creative community with other students. If you are unable to attend classes, please inform your relevant Course Convenor. If the absence is for medical reasons, you will be required to present a medical certificate. If absences impact your ability to undertake assessment, then you should apply for [Special Consideration](#).

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Kuba Dorabia Iski		Paddington Campus, Room F212			No	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

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

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

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

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, 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://student.unsw.edu.au/how-submit-assignment-moodle>

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](#).

School-specific Information

Risk of Failure Warnings

If you are at risk of failing the course, because of lack of attendance, low marks in assignments, failing to submit assignments, or lack of participation or engagement, you may be notified by email. Please ensure you read your university email, and respond to any official risk of failure warning promptly. NOTE – if the warning email is sent to your UNSW e-Mail address, it is considered as being read by you whether you check your UNSW email or not.

Late Submission Penalties

If you believe that circumstances will prevent you from submitting an assessment on time, please notify your course convenor as soon as possible. There will be penalties applied for being late and a clear 'no later than' date beyond which submission won't be accepted. Where a Special Consideration is not applied for, and a student assessment is late, the following guidelines apply:

1. Up to 5 days after due date, a penalty of 5% (of maximum mark for assignment) will be applied for each day late (e.g. an assignment that is 3 days late would have its mark reduced by 15%). Please note - for the purpose of deduction calculation, a 'day' is each 24-hour period (or part thereof) past the stipulated deadline for submission within the calendar year (including weekends and public holidays). Task with a percentage mark - If the task is marked out of 100%, late submission will attract a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. A 3 day late penalty will be applied ($3 \times 5\% = 15\%$). The essay receives a mark of 68%. The student's mark will therefore be reduced to 53% ($68\% - 15\%$).

2. Beyond 5 days late, no submission will be accepted.

Special Consideration

Please note that the University's Special Consideration process allows students to apply for an extension within 3 days of the assessment due date. This provides for more extensive extensions, subject to documentation, and Course Convenor approval. You can apply for special consideration online through my.UNSW.edu.au. More information about special consideration can be found here: <https://www.student.unsw.edu.au/special-consideration>

NOTE: If you are experiencing issues related to your access to class material or difficulty with technology, make sure you notify your lecturer as soon as possible, well before any assessment due date. Last minute requests for extensions due to computer failure, file corruption, printing problems etc. do not qualify students for special consideration or extensions. Students are expected to maintain regular backups of their work at all times.

Educational adjustments

Educational adjustments can be applied to assessments if you are living with a disability, a long term medical condition, a mental health condition, and/or are a carer of individuals with a disability. The Equitable Learning Service (ELS) determines adjustments based on medical documentation and communicates these via an Equitable Learning Plan (ELP). To receive educational adjustments for equitable learning support, you must first register with Equitable Learning Services (ELS). More information about Equitable Learning Services can be found here <https://student.unsw.edu.au/els>

Supplementary Assessment

Supplementary assessments are available to students in this course who have failed an assessment but have subsequently had an application for Special Consideration approved by the university. The supplementary assessment may take a different form than the original assessment and will be defined by the course convenor - but it will address the same learning outcomes as the original assessment. If Special Consideration has not been awarded, the maximum mark that may be awarded for a supplementary assessment is 50% of the full assessment mark.

Academic Honesty and Plagiarism

Plagiarism is taking the ideas, words, images, designs or objects of others and passing them off as your own. Plagiarism is a type of intellectual theft. Plagiarism can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Plagiarism can have serious consequences, so it is important that students be aware of what it is, and how to avoid it. All written submissions are automatically checked for plagiarism using the Turnitin site. For further information, please see the Academic Integrity & Plagiarism website <https://www.student.unsw.edu.au/plagiarism>.

Referencing Requirements for Assessments

Your course convenor will inform you what referencing system this course follows. Useful guidelines on how to reference according to various systems can be found at: <https://student.unsw.edu.au/referencing>.

You may follow these guidelines in your assessment tasks, or seek additional advice from your lecturer. Styles for Endnote are downloadable from the Endnote website. Accurate and correct referencing is an important academic prerequisite at University level, and if your work does not meet these requirements, it may be marked down, or in more serious cases, it may be treated as an instance of plagiarism and academic dishonesty.

Use of Generative AI

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Your work must be your *own* and where the use of AI tools, such as ChatGPT, have 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. If in doubt, please seek advice from the Course Convenor prior to using generative AI tools.

<https://www.student.unsw.edu.au/assessment/ai>

Health and Safety

Ensuring student and staff health and safety is very important at UNSW Art & Design. Health and safety is everyone's responsibility. As a student, you have a responsibility not to do anything that risks your own health and safety, or the health or safety of your fellow students, staff members or visitors. This means, for example, exiting the building during a fire drill; wearing personal

protective equipment and clothing (PPEC) when staff or signage instructs you to do so; undertaking induction to using equipment or carrying out processes that require specific knowledge; and reporting hazards or incidents to your lecturer or supervisor as soon as you become aware of them. For more information, please see <https://safety.unsw.edu.au/>.

Additional Support and Resources

At UNSW you can also find support and resources if you need help with your personal life, getting your academic success on track or just want to know how to stay safe. See <https://www.student.unsw.edu.au/wellbeing>.

Additional support for students is available by contacting the following centres:

- Student Support and Development <https://www.student.unsw.edu.au/support>
- Student Support Advisors: <https://www.student.unsw.edu.au/advisors>
- Mental Health Support: <https://www.student.unsw.edu.au/mental-health-support>
- Academic Skills and Support <https://www.student.unsw.edu.au/skills>
- UNSW IT Service Centre <https://www.myit.unsw.edu.au/>
- Student Gateway: <https://www.student.unsw.edu.au/>
- Equitable Learning Services: <https://www.student.unsw.edu.au/equitable-learning>
- Faculty Resources and Support: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support>
- Arc: <https://www.arc.unsw.edu.au/>

After Hours Access to the Paddington Campus

The core operating hours for the Paddington Campus are below. All students have access to the campus during these hours:

- Monday to Friday 0800 – 2100
- Saturday 0900 – 1700

Some students are permitted to have “After Hours Access” (AHA) to the campus upon completion of a series of inductions. The inductions are dependent on location, as well as the types of activities undertaken in those locations. The first of these is this Primary Induction, and this must be completed online <https://my.artdesign.unsw.edu.au>. All students requiring AHA are required to complete this induction. The Primary Induction gives access to the following Low Risk areas:

Post Graduate Students

- PG Research students – Level 4 F Block, Computer Labs and Learning Commons

- Master of Design students – Level 3 D Block, Computer Labs and Learning Commons
- Master of Curating and Cultural Leadership students – D207, Computer Labs and Learning Commons

Honours Students

- Fine Arts – Level 3 F Block, Computer Labs and Learning Commons
- Design – Level 1 E Block, Computer Labs and Learning Commons
- Media Arts – Level 3 F Block, Computer Labs and Learning Commons

Subsequent inductions are workshop and lab specific, and are conducted face-to-face by the UNSW Art & Design Technical staff. Students and staff must first successfully complete the Primary Induction before requesting a Workshop/Lab specific Induction.

School Contact Information

UNSW School of Art & Design

Faculty of Arts, Design & Architecture

Paddington Campus

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Paddington NSW 2021

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