UNSW Course Outline

MDIA3006 Collaborative Client Project - 2024

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General Course Information

Course Code : MDIA3006
Year : 2024
Term : Term 2
Teaching Period : T2
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

Becoming a screen production professional often means working intimately with clients to make their vision into reality. In this course you will work with an industry client to develop a project to realisation, identifying your area of specialisation and consolidating the skills to take you

towards employment in the media industries. The main emphasis in this course is practical production, augmented by critical and creative thinking within a range of specialisations including Video Production, Sound and Animation. Honing your skills in a 'real-world' industry context, you will work in a studio team to produce original creative work ready for inclusion in your professional practice showreel or portfolio.

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 other courses Media Production courses. This course gives students an opportunity to apply their existing skills and experiences in a real-world' industry context.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate skill in professional practice, organisation, time management, communication and a personal production style.
CLO2 : Respond to critical feedback in a professional and creative way.
CLO3 : Demonstrate an understanding of the relationship of form, content and audience in a media production.
CLO4 : Articulate their place in the wider Media industry.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate skill in professional practice, organisation, time management, communication and a personal production style.	• Portfolio "Sizzle" reel • Client Project Preproduction • Client Project
CLO2 : Respond to critical feedback in a professional and creative way.	• Portfolio "Sizzle" reel • Client Project Preproduction • Client Project
CLO3 : Demonstrate an understanding of the relationship of form, content and audience in a media production.	• Portfolio "Sizzle" reel • Client Project Preproduction • Client Project
CLO4 : Articulate their place in the wider Media industry.	• Portfolio "Sizzle" reel • Client Project Preproduction • Client Project

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Teaching Strategies:

Weekly online lecture activities will introduce students to a broad range of professional practice understanding.

These lectures are designed to help students reflect on their own media practice and to support their experience working with a "real world" client.

Studio sessions are supportive of the collaborative client project experience and assessable "stages of production" tasks.

The assessment tasks emulate stages in the development of a professional media production project. Students therefore experience each stage of production while moving toward the completion of the "Client Project".

Studio sessions will provide opportunities for students to collaborate and practice their communication skills, sharing their ideas with others both through speech and writing. Students will be encouraged to reflect on strategies for improving the effectiveness of their communication. Studios will be structured to encourage students to give support and feedback to fellow students. This will provide opportunities for students to reflect on the production practices of others and to view their own practice experiences within a broader context. Students will have the opportunity to create a unique Media Project that reflects their skills and interests for inclusion in their Media Production Portfolio.

Additional Course Information

Late enrolment is not permitted for this course

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Portfolio "Sizzle" reel Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Week 4: 17 June - 23 June, Week 7: 08 July - 14 July
Client Project Preproduction Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Week 5: 24 June - 30 June
Client Project Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August

Assessment Details

Portfolio "Sizzle" reel

Assessment Overview

Informal presentation and delivery of a 1-2 minutes targeted self-promotion video designed to gain employment. Submission supported by the delivery of 1 x A4 digital document (pdf) contextualising the video.

Feedback method: Verbal feedback with grade provided separately via LMS, post presentation.

Course Learning Outcomes

- CLO1 : Demonstrate skill in professional practice, organisation, time management, communication and a personal production style.
- CLO2 : Respond to critical feedback in a professional and creative way.
- CLO3 : Demonstrate an understanding of the relationship of form, content and audience in a media production.
- CLO4 : Articulate their place in the wider Media industry.

Detailed Assessment Description

The project details will be specified in a brief developed by the client in collaboration with each student group.

Details and feedback via LMS

Assessment Length

1-2 minute video

Submission notes

Post document with a link to the video via LMS

Client Project Preproduction

Assessment Overview

A 5minute informal presentation to the lecturer and small group of peers, supported by the delivery of 2-4 x A4 digital document (pdf) May include text & drawings & images where appropriate. **Feedback method:** Verbal feedback with grade provided separately via LMS, post presentation.

Course Learning Outcomes

- CLO1 : Demonstrate skill in professional practice, organisation, time management, communication and a personal production style.
- CLO2 : Respond to critical feedback in a professional and creative way.
- CLO3 : Demonstrate an understanding of the relationship of form, content and audience in a media production.
- CLO4 : Articulate their place in the wider Media industry.

Detailed Assessment Description

Assessment details will be via LMS

Submission notes

Details available via LMS

Assessment information

Note: The description for Assessment Task 2 is general and may have some errors in the detail. An up-to-date and detailed brief for this assessment task and supporting guidelines will be provided via LMS.

Assignment submission Turnitin type

This is not a Turnitin assignment

Client Project

Assessment Overview

Created in response to an industry client brief develop through a process of collaboration (tutor, students, client) The scope of project will be appropriate for time available and student skill set.

Feedback method: Verbal feedback with grade provided separately via LMS, post presentation.

Course Learning Outcomes

- CLO1 : Demonstrate skill in professional practice, organisation, time management, communication and a personal production style.
- CLO2 : Respond to critical feedback in a professional and creative way.
- CLO3 : Demonstrate an understanding of the relationship of form, content and audience in a media production.
- CLO4 : Articulate their place in the wider Media industry.

Detailed Assessment Description

The project details will be specified in a brief developed by the client in collaboration with each student group.

Details and feedback via LMS

Assessment Length

Details via LMS

Submission notes

Videos will be presented during the studio class. Post a link to the video via LMS

Assessment information

Note: The description for Assessment Task 3 is general and may have some errors in the detail. An up-to-date and detailed brief for this assessment task and supporting guidelines will be provided via LMS.

Assignment submission Turnitin type

Not Applicable

General Assessment Information

The most accurate and up to date information will be available via LMS

Grading Basis

Standard

<u>Requirements to pass course</u>

To pass this course a student is expected to attend all class contact hours for a face-to-face (F2F), complete all online activities, and submit all assessment tasks. Studio classes and online activities promote active engagement with core course content that will help students to:

-Demonstrate knowledge of the principles of animation and production techniques.
-Engage in creative problem-solving processes when developing media productions.
-Practice independent and reflective learning.

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 must attend at least 80% of studio classes.

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/special- consideration

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Studio	An introduction to the course & selecting groups & client briefs. An introduction to Assessment Task 1
	Online Activity	Course Overview
Week 2 : 3 June - 9 June	Online Activity	PreProduction
	Studio	Focus on Client Project/Group Work Finalise "Client Brief"
Week 3 : 10 June - 16 June	Online Activity	Collaboration
	Studio	Studio Production Activities
Week 4 : 17 June - 23 June	Online Activity	Becoming A Freelancer
	Studio	Studio Production Activities
	Assessment	Assessment Task 1 "Sizzle" Reel
Week 5 : 24 June - 30 June	Online Activity	Industry Connections
	Studio	Studio Production Activities
	Assessment	Assess Task 2 Pre Production
Week 6 : 1 July - 7 July	Project	Flexible (No Classes) Learning Week
Week 7 : 8 July - 14 July	Online Activity	Client Project Meetings & Consultation
	Studio	Studio Production Activities
	Assessment	Assess Task 1 "Sizzle Reel" Final Submission
Week 8 : 15 July - 21 July	Online Activity	Client Project Meetings & Consultation
	Studio	Studio Production Activities
Week 9 : 22 July - 28 July	Online Activity	Client Project Meetings & Consultation
	Studio	Studio Production Activities
Week 10 : 29 July - 4 August	Online Activity	Client Project Meetings & Consultation
	Studio	Studio Production Activities
	Assessment	Assess Task 3 "Sizzle Reel"Client Project

Attendance Requirements

SAM attendance guidelines.

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Studies have shown that high attendance correlates with better engagement and success on a course. By punctually attending and actively participating in your classes you not only increase your own opportunities for success, but you also help build a learning community with other students. If you are not able to regularly attend classes, you should consult your relevant Course Authority.

Students who fail to attend at least 80% of tutorials run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information

and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

Course Resources

Prescribed Resources

Students must have a reliable harddrive for storage and back-up of production work and a computer with internet access, camera and microphone and appropriate production software.

Recommended Resources

Links to resources will be provided via LMS.

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. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines. In response to that feedback all assessment tasks relate directly to the client project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Alyssa Rothwell					No	No
	Martin Fox				Appointment via email.	Yes	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 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