UniSC

COURSE OUTLINE

CMN202 Screen Media Production

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast
UniSC Moreton Bay

BLENDED LEARNING Most of your course is on campus but you may be able to do some components of this course online.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces you to screen media production at an intermediate level through documentary filmmaking. There is an emphasis on applying theory to practice in the effective use of screen conventions and language. As part of your learning in this course you will explore a range of documentary forms, styles and approaches and acquire skills in screen production including writing, directing, camera, sound, editing and project management.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	10 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 2	6 times
Tutorial/Workshop 2 – Scheduled face to face workshops (Extended workshops).	4hrs	Week 6	3 times

1.3. Course Topics

Documentary Forms, Styles and Approaches

The Ethics of Documentary Filmmaking

Screen Production

Visual Storytelling

Creative Practice

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Demonstrate proficiency with screen production technology and techniques at an intermediate level.	Empowered
2 Identify and apply best practice in screen production processes and workflows for documentary filmmaking	Engaged
3 Identify and critically analyse documentary screen aesthetics, narratives, and conventions.	Knowledgeable Creative and critical thinker
4 Communicate the application of technical skills, knowledge and ideas through written and oral mediums.	Knowledgeable Creative and critical thinker Empowered

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

> Not applicable

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Assumed knowledge/experience in screen language and screen production practice at an introductory level.

6. How am I going to be assessed?

6.1. Grading Scale

> Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

By Week 4 of this course you will have received feedback on your application of skills and knowledge from workshops and course content.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Essay	Individual	30%	1000 words +/- 10%	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Oral	Individual and Group	30%	5 min oral presentation per group, plus Q&A.	Week 9	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Written Piece	Individual and Group	40%	5-min screen project, 1000 word critical reflection (+/- 10%)	Week 12	Online Submission

All - Assessment Task 1: Essay

GOAL:	The goal of this task is to demonstrate and develop your knowledge and analysis of documentary codes and conventions, as well as screen terminology, language and aesthetics.
PRODUCT:	Essay
FORMAT:	Discuss and analyse a documentary feature film of your choice in relation to theories presented in the course. 1000-word critical analytical essay using appropriate Harvard referencing conventions. Essay should be written in paragraphs with a formal, academic style. Times New Roman, 12 point font, 1.5 double line spacing. Submit as .doc or .pdf file

CRITERIA:	No.		Learning Outcome assessed
	1	Knowledge: Demonstrated knowledge, understanding and application of course content	1 2
	2	Analysis: Analysis and evaluation of chosen documentary film	3 4
	3	Research: Ability to locate, evaluate and apply information from a variety of sources and use this to form evidence for an argument	3 4
	4	Communication: Appropriate language, formatting and referencing conventions	4

GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy

All - Assessment Task 2: Pitch Presentation

GOAL:	To develop and persuasively pitch an idea for a 5-min documentary screen project.
PRODUCT:	Artefact - Creative, and Oral
FORMAT:	Working in groups of 3-4 students, you will develop and persuasively pitch an idea for a 5-min documentary during an oral presentation in class time in Week 9. Submit presentation slides as ppt. or .pdf file by 11.59pm on Friday Week 9. Criteria 1 Creativity is group marked, while Criteria 2 Knowledge and Criteria 3 Communication are marked individually

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Creativity: Development of an innovative and creative documentary project idea	② ④
	2	Knowledge: Knowledge, understanding and application of screen production language, documentary approaches and processes	② ③
	3	Communication: Persuasively communicate the project aims using appropriate language and delivery techniques	④
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Information literacy		

All - Assessment Task 3: Documentary Project and Critical Reflection

GOAL:	To produce a 5-minute documentary film and write an individual reflective account of your role in production
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Working with classmates as a production team, you will produce a 5-minute documentary film and write an individual reflective account of your role in production. Each team will work collaboratively in roles reflecting those of industry however all group members should be present and engage at each stage of production. Each student will individually write a critical reflection that analyses and reflects on the documentary and quality of the piece, as well as their role in the production. Criteria 1: Creativity and Criteria 2: Production are group marks, while Criteria 3: Knowledge and Criteria 4: Collaboration are marked individually. As part of this assessment, all students must also complete a self and peer evaluation.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Creativity: Innovative and creative development of an original concept or a particular story/theme/subject	① ②
	2	Production: Effective application of screen production skills and techniques through the combination of vision, sound and editing	① ②
	3	Knowledge: Demonstrates knowledge of documentary codes and conventions and their application	② ③
	4	Collaboration: Effective participation as a member of a collaborative production team.	②
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy		

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

8.2. Specific requirements

An external hard drive and a set of headphones will be of benefit to you in this course. Also this course uses some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online you may: attend a campus at which it is available; discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes; or if you prefer you may acquire this software and/or hardware at your own expense. A basic camera (DSLR that shoots video or even your phone to shoot video) and basic video editing software will suffice.

Students will be expected to be available for autonomous group production meetings and film shoots on evenings and weekends. If you are unable to make these time commitments it is recommended that you consider taking the course at another time.

9.   How are risks managed in this course?

Risk assessments have been performed for all field activities and low to moderate levels of health and safety risk exists. Moderate risks may include working in an Australian bush setting, working with people, working outside normal office hours for example. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10.   What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au