

CMN203 Screen Media and Pop Culture

School: School of Business and Creative Industries

2025 | Semester 2

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

Recognising genre as integral to the production, marketing, and reception of screen content, this course develops your understanding of narrative form and genre film. You will explore these in consideration of aesthetic, technological and industrial imperatives, as well as broader social and cultural contexts. You will examine a breadth of films and genres, including films and movements that revolutionised cinema, contemplate how technological developments continue to transform filmmaking and apply this knowledge to your own screen production practice.

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 1	10 times

1.3. Course Topics

Fiction Filmmaking

Narrative Film Conventions

Film Genres, Cycles and Histories

Film Narrative

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	Identify and understand screen genre, aesthetics and production techniques using correct screen terminology	Knowledgeable
2	Apply relevant codes, conventions, and aesthetics in the production of a creative work.	Knowledgeable Creative and critical thinker Engaged
3	Critically analyse screen texts in relation to aesthetics, narrative, characterisation, and theme	Knowledgeable Empowered
4	Identify and analyse genres and creative approaches in regard to relevant cultural, historical, political and industrial contexts	Knowledgeable Creative and critical thinker

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 intermediate 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 3 of this course you will have received in class feedback on your knowledge and understanding of 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	Activity Participation	Individual	20%	Minimum of one (1) short (50 words) discussion post per week.	Throughout teaching period (refer to Format)	Online Discussion Board
All	2	Artefact - Creative, and Written Piece	Individual	45%	Scene breakdown document, storyboard and animatic (short video with still images) plus 800-word (+/- 10%) written reflection (word length includes in-text referencing and excludes your reference list and appendices)	Week 10	Online Assignment Submission with plagiarism check and in class
All	3	Essay	Individual	35%	1500 words (+/- 10%) (word length includes in-text referencing and excludes your reference list and appendices)	Exam Period	Online Submission

All - Assessment Task 1: Online discussion participation

GOAL:	To demonstrate and develop your knowledge and analysis of genre and narrative film codes and conventions, as well as screen terminology, language and aesthetics.		
PRODUCT:	Activity Participation		
FORMAT:	Minimum of one (1) short (50 words) discussion posts on Canvas discussion boards to be completed by Friday 11.59pm at the end of each week. Discussion posts should cover key concepts, codes and conventions in popular screen media. Weeks 1-10. This is an opportunity to show that you understand and can explain the readings. It is also an opportunity to reflect on the learning activities, and how they relate to the course materials.		
CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrated knowledge of narrative film codes and genre conventions	1
	2	Demonstrated knowledge of screen terminology, language and aesthetics	1
GENERIC SKILLS:	Communication, Problem solving, Information literacy		

All - Assessment Task 2: Scene Change and Critical Analysis

GOAL:	To demonstrate and develop your ability to effectively utilise screen production and aesthetic techniques, and implement key aspects of a film genre/movement.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	This task involves transcribing a scene, shot-for-shot, from an existing film and identifying the codes and conventions that situate the film within a specific genre or film movement. You are then required to create a storyboard and animatic (or short video with still images) that reinterprets the scene as a different genre/movement. You will also provide an 800-word critical reflection on your creative process.		
CRITERIA:	No.		Learning Outcome assessed
	1	Application: Effective incorporation of genre codes and conventions in creative work	1 2
	2	Knowledge: Knowledge of screen language and aesthetics, including the correct use of screen and production terminology	1 2 4
	3	Analysis: Effective analysis, evaluation, depth and quality of critical reflection	4
	4	Communication: Quality and precision of spelling, grammar, punctuation, academic structure and referencing conventions	3 4
GENERIC SKILLS:	Communication, Problem solving, Organisation, Applying technologies, Information literacy		

All - Assessment Task 3: Argumentative Essay

GOAL:	To demonstrate and develop your research skills, your ability to think critically, your academic writing ability, and your aptitude for textual analysis.		
PRODUCT:	Essay		
FORMAT:	You will produce a 1500-word essay that directly addresses your chosen essay topic (3 choices available) and makes a central cohesive argument. Essay should be formatted as follows: Times New Roman, 12 point font, 1.5 double line spacing. Harvard referencing style. Include in-text citations and a corresponding reference list. Essay must include a minimum of six (6) academic references. Submit as Word .doc format.		
CRITERIA:	No.		Learning Outcome assessed
	1	Knowledge: Demonstrates knowledge of popular narrative film codes, genre conventions and aesthetics	1 2
	2	Analysis: Effective analysis through the production of a structured and clear academic argument	4
	3	Research: Ability to locate and evaluate information from a variety of sources and use this to develop and support an argument.	3 4
	4	Communication: Effective use of language, structure, formatting and referencing conventions	3 4
GENERIC SKILLS:	Communication, Organisation, 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

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. 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](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) 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](tel:0754301226) 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