UniSC

COURSE OUTLINE

CMN300 Screen Media: Showcase in Practice

School: School of Business and Creative Industries

2024 | 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. |
| Online | ONLINE | You can do this course without coming onto campus. |

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

Building on knowledge and skills gained in intermediate level screen media courses, you will develop and produce a short film that showcases your graduate level knowledge, skills and abilities. You will develop an understanding of contemporary screen industry processes and practices, distribution platforms, ancillary markets and audiences and apply this knowledge to screen production projects. You will be responsible for project management, planning and research to inform and progress your creative work.

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	6 times
Tutorial/Workshop 2 – Scheduled face to face workshops (Extended)	4hrs	Week 6	3 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	10 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	6 times
Tutorial/Workshop 2 – Scheduled online workshops (Extended/ Recorded).	4hrs	Week 6	3 times

1.3. Course Topics

The Screen Production Value Chain

Screen Production Processes, including Pre-Production, Production Management and Post-Production

Concept Creation and Development

Cinematography and Directing

Screen Sound and Sound Recording

Screen Editing

Marketing and Distribution

Screen Finance

2. What level is this course?

> 300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

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 Investigate and critically analyse screen narratives and production histories within cultural, industrial, economic, and technological contexts	Knowledgeable
2 Demonstrate effective communication and problem-solving skills in project production and management	Creative and critical thinker
3 Engage in screen production workflows and processes reflective of industry practices	Engaged
4 Demonstrate creativity and innovation in the production of a screen artefact	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)

> Not applicable

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 receive feedback on a draft version of your first assessment task during the workshop.

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	Artefact - Creative, and Oral	Individual and Group	30%	5 minute Pitch Presentation per group plus Q&A. Submit your presentation slides as .ppt or .pdf.	Week 5	Online Assignment Submission with plagiarism check and in class
All	2	Artefact - Creative	Individual and Group	30%	Film length is approx 5 mins. Submit your film in mp4 or .mov file	Week 13	Online Submission
All	3	Written Piece	Individual	40%	2000 words =/- 10%	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Pitch Presentation

GOAL:	To professionally and persuasively pitch a short film idea.
PRODUCT:	Artefact - Creative, and Oral
FORMAT:	Working in small production teams, you will work together to develop and persuasively pitch a short film project idea to an audience using professional oral communication to persuade them of its value and relevance. The pitch should include the project's creative aims and the planned production process. All group members must be present and speak at the presentation during class time in Week 5. There will be a Q&A after your presentation. Submit presentation slides as .ppt or .pdf with Harvard reference style.

This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC 1.2 Critical and creative thinkers and practitioners; PC 1.6 Entrepreneurial and innovative thinking and collaboration:

Criteria
No Description
1 Creativity: Quality, depth and innovation of creative ideas including the identification of a compelling topic/subject and conceptualisation of a screen work CLO1, CLO4
2 Communication: Ability to professionally and persuasively communicate project aims, as well as use of appropriate language and delivery techniques CLO2
3 Knowledge: Knowledge and understanding of the filmmaking process, including the ability to identify production problems and devise effective solutions CLO1, CLO2, CLO3

Criteria 1: Creativity is group marked, while Criteria 2: Communication and Criteria 3: Knowledge are marked individually. |

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Creativity: Quality, depth and innovation of creative ideas including the identification of a compelling topic/subject and conceptualisation of a screen work	① ④
	2	Communication: Ability to professionally and persuasively communicate project aims, as well as use of appropriate language and delivery techniques	②
	3	Knowledge: Knowledge and understanding of the filmmaking process, including the ability to identify production problems and devise effective solutions	① ② ③
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Information literacy		

All - Assessment Task 2: Short Film

GOAL:	To create a short film that demonstrates your understanding and application of screen craft at an advanced level.
PRODUCT:	Artefact - Creative
FORMAT:	Continuing on from Task 1, you will work in your production teams to create a short film, of any genre, that demonstrates your understanding and application of screen craft at an advanced level. As part of this assessment task, you must complete a self and peer assessment for all members of your group. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1. 2. Critical and creative thinkers and practitioners; PC. 1.6 Entrepreneurial and innovative thinking and collaboration. Criteria No Description 1 Creativity: Innovation, originality and depth of creative idea CLO4 2 Execution: Effective production of an industry-reflective screen project that addresses topic/subject/story in an engaging way CLO3, CLO4 3 Collaboration: Effective participation as a member of a collaborative production team. CLO2, CLO3 Criteria 1: Creativity and Criteria 2: Execution are group marks, while Criteria 3: Collaboration, is marked individually. Criteria 3 is also peer assessed.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Creativity: Innovation, originality and depth of creative idea	④
	2	Execution: Effective production of an industry-reflective screen project that addresses topic/subject/story in an engaging way	③ ④
	3	Collaboration: Effective participation as a member of a collaborative production team.	② ③
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies		

All - Assessment Task 3: Production Portfolio and Reflective Account

GOAL:	To create a personal production portfolio and critical reflective account for a screen project.
PRODUCT:	Written Piece
FORMAT:	Each student must individually submit a Production Portfolio that includes key project documents or files that demonstrate their own contribution to the Task 2 film project, collected over the semester, as well as a Critical Reflective Account (2000 words) on your role in the production.

Portfolio must contain the following components:
- A written Critical Reflective Account based on your experiences making your film – this must be based on your role within the production team. Identify and describe your project's creative aims, influences (what is informing your practice), challenges (to creative aims), how these were overcome (problem solving), and an informed critique on the strengths and weaknesses of your final work to reflect on how this could be improved. You must research, reflect on and engage with broader issues in the screen industry in considering your creative aims, influences and challenges.
- A Minimum of three (3) separate and unique project documents per student that you are personally responsible for in your production role, including but not limited to production schedules, storyboards, moodboards, shot lists, call sheets, production sketches or colour swatches, test sound recordings or edit logs, etc.
- A reference list of at least three (3) academic sources used/referred.

Submitted as a Word .doc or .docx. Times New Roman, 12 point font, 1.5 double line spacing. Critical Reflective Account should be written in formal academic style using appropriate Harvard referencing conventions, where appropriate.

This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1.2 Critical and creative thinkers and practitioners; PC1.6 Entrepreneurial and innovative thinking and collaboration.

Criteria
No Description
1 Knowledge: Demonstrated knowledge and application of technical and professional skills in assigned crew role CLO3
2 Analysis: Analysis and reflection on creative practice development (including your own growth as a creative practitioner, as well as your strengths, challenges, opportunities and problem-solving skills) CLO1, CLO2
3 Communication: Effective written communication and critique of screen production project with appropriate language, formatting and referencing conventions CLO1, CLO2
4 Research: Demonstrated research and application of information about screen production contexts, with specific reference to issues arising in the industry CLO1 |

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Knowledge: Demonstrated knowledge and application of technical and professional skills in assigned crew role	③
	2	Analysis: Analysis and reflection on creative practice development (including your own growth as a creative practitioner, as well as your strengths, challenges, opportunities and problem-solving skills)	① ②
	3	Communication: Effective written communication and critique of screen production project with appropriate language, formatting and referencing conventions	① ②
	4	Research: Demonstrated research and application of information about screen production contexts, with specific reference to issues arising in the industry	①

GENERIC SKILLS:	Communication, Problem solving, 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

This is a graduate level screen media production course. Students must have completed CMN202 Screen Media Production before enrolling in this course. Please email the course coordinator for approval if you have extenuating circumstances.

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 feel that you may have problems with these time commitments it is recommended that you study 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

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

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