UniSC

COURSE OUTLINE

CMN303 Screen Media Project

School: School of Business and Creative Industries

2023 | Semester 2

UniSC Sunshine Coast	**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

In this course you will undertake a practice-based project, developing your skills and expertise in Screen Media production. Here you apply the principles and processes of filmmaking to complete screen production projects of increased complexity. The focus will be on research-led practice where film knowledge forms the basis of creative decision-making. You will be responsible for project management, planning and research to inform and progress your creative screen work. On completion of this course you will have demonstrated knowledge and understanding of screen media practice that represents a culmination of your learning in this program.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Laboratory 1 – On campus laboratory for 12 weeks (or equivalent).	3hrs	Week 1	12 times
ONLINE			
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times

1.3. Course Topics

screen production

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 On successful completion of this course, you should be able to...	GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1 Apply theoretical knowledge to practical situations.	Knowledgeable
2 Design and work proactively on a project to successfully complete creative work.	Creative and critical thinker
3 Demonstrate personal and professional responsibility for own learning and project outcomes.	Engaged
4 Demonstrate creativity, effective communication and problem-solving skills in project production and management	Creative and critical thinker
5 Display professional conduct demonstrating understanding of industry processes and practices.	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

Completed 192 units

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

Students completing a Screen and Media Studies major are recommended to have completed CMN202 - Screen Production and Editing prior to enrolling in this course. Completed pre-placement activities stipulated by the Course Coordinator

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

In Week 3 of this course, draft copy of your first assessment task will be peer reviewed 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	Oral	Group	25%	approx 5 mins followed by in class Q&A	Week 5	In Class
All	2	Artefact - Creative	Group	50%	approx 5 mins	Week 13	To Supervisor
All	3	Report	Individual	25%	1,000 words	Week 13	Online Submission

All - Assessment Task 1: Project Pitch

GOAL:	To persuasively pitch a screen production project.
PRODUCT:	Oral
FORMAT:	You will pitch your project idea to an audience using professional communication to persuade them of its value and relevance. The pitch should include the project's creative aims and the planned production process.

CRITERIA:	No.		Learning Outcome assessed
	1	Quality of ideas in the identification of a compelling topic/subject and conceptualisation of screen work that responds effectively to this	① ②
	2	Ability to professionally and persuasively communicate project aims	③ ④
	3	Demonstrated research into screen practice	① ③ ⑤
	4	Preparation in the filmmaking process, from aims to execution, to identify problems and devise effective solutions	④ ⑤

All - Assessment Task 2: Screen Production Project

GOAL:	To create a short film that demonstrates understanding and application of screen craft.
PRODUCT:	Artefact - Creative
FORMAT:	mp4 or .mov file

CRITERIA:	No.		Learning Outcome assessed
	1	Application of discipline specific knowledge/skills to produce a screen project that effectively addresses a topic/subject in an engaging way	② ⑤
	2	Evidence of skill attainment and learning during the project	① ③
	3	Quality and creativity of thinking, communication and practice	④ ⑤
	4	Execution, relevance and appropriateness of project's presentation	
	5	Demonstration of planning and time management	② ③ ④ ⑤

All - Assessment Task 3: Reflective Account

GOAL:	To highlight your project's aim (i.e. the 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.
PRODUCT:	Report
FORMAT:	Content for your Reflective Account should be updated across the course to keep record of your production process, including broader theoretical/analytical understandings and learning moments. The Reflective Account itself provides a report/summary of this content. Submitted as a Word .doc or .docx via Blackboard using appropriate academic citation where appropriate.

CRITERIA:	No.		Learning Outcome assessed
	1	Reflection on the aim of your stylistic approach as applied to your own screen practice	①
	2	Examination of existing screen work and the influence these have had on this work	① ③
	3	Analysis of your own process and growth as a creative practitioner (challenges to creative aims and how these were overcome)	② ③
	4	Critique on the strengths and weakness (what could be improved and how) in your final screen work	① ④ ⑤

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

External hard drive recommended

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