

MUS300 Music Video on Location

School: School of Business and Creative Industries

2024 | Semester 1

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.

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 interdisciplinary course, you will develop and execute the music, sound and screen components for a original creative artefact to make up part of your professional portfolio. Students create a short music video project that speaks to the music industry standardised level of production and is informed by the critical context of your creative practice. This course will establish industry reflective models of collaboration and students may be required to work together on screen projects and be available on evenings and weekends.

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 – Extended workshop	4hrs	Week 6	3 times

1.3. Course Topics

Screen, Music, Music Video, Production, Video Clip, Short Film, Creative Practice, Project work, Collaboration, Inerdisciplinary work.

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	Develop, plan, and implement a music video project reflective of industry standards	Engaged
2	Investigate and critically analyse music video aesthetics, narratives, themes, and critical contexts	Creative and critical thinker
3	Identify and apply screen production processes and technical skills to realise creative intentions.	Creative and critical thinker Empowered
4	Communicate the application of technical skills, knowledge and ideas through written and oral mediums	Knowledgeable

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

(MUS201 and MUS203) or (CMN202 and CMN203) or (MUS201 and 120 credit points) or (CMN202 and 120 credit points)

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

Student will usually have completed a minimum of 4 Music or Screen courses or equivalent experience.

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

Students will receive peer and tutor feedback on their creative aims for their music video project throughout the semester, and at least by Week 4.

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%	1500 words +/- 10%	Week 5	Online Submission
All	2	Artefact - Creative, and Oral	Individual	30%	5 mins oral presentation 1000 words (+/- 10%)	Week 9	In Class
All	3	Artefact - Creative	Individual	40%	3-minute music video.	Exam Period	Online Submission

All - Assessment Task 1: Music Video Review

GOAL:	To critique a minimum of three (3) music video case studies to inform the creation of your music video artefact.	
PRODUCT:	Essay	
FORMAT:	You will critique a minimum of three (3) music video case studies to inform the creation of your music video artefact. It should be written as a formal academic research essay, using the critical, industrial contexts and theoretical concepts explored in the course. Times New Roman, 12 point font, 1.5 double line spacing. Submit as .doc or .pdf file. Minimum of five (5) academic references.	
CRITERIA:	No.	Learning Outcome assessed
	1	Knowledge: Demonstrated knowledge and understanding of technical and creative music video practices 2 3
	2	Analysis: Analysis, evaluation and critique of specific music video artefacts 2
	3	Research: Ability to locate, evaluate and apply information from a variety of sources about music video industry contexts, histories and production practices 2
	4	Communication: Effective communication of ideas, analysis and argument using appropriate language, formatting and referencing conventions 2 4

All - Assessment Task 2: Music Video Pitch

GOAL:	To persuasively pitch your music video concept.	
PRODUCT:	Artefact - Creative, and Oral	
FORMAT:	In this task, you will deliver a 5-minute oral presentation that outlines your creative concept for a music video. In this industry-reflective pitch you will address budgetary requirements, technical approaches, tools required and logistical considerations. You must include a storyboard or moodboard for your creative concept as well as a production plan. The 1000 words set within this task is an estimated word limit for the associated technical documents (pitch deck or PowerPoint Presentation) presented in your pitch. Submit your presentation slides as a PowerPoint or .pdf file	
CRITERIA:	No.	Learning Outcome assessed
	1	Creativity: Innovative and creative development of an original concept that is informed by critical contexts 1 2
	2	Knowledge: Applying knowledge of discipline-specific technical skills and production processes to create a realistic pitch 3
	3	Communication: Persuasive, clear and effective presentation of project aims 4

All - Assessment Task 3: Music Video Project

GOAL:	To produce a 3-minute music video.	
PRODUCT:	Artefact - Creative	
FORMAT:	You will produce and deliver a music video incorporating the tools and techniques discussed in your pitch (Task 2). You will deliver this video in an industry standard format ready for digital distribution. Music video will be in a .mp4 or .mov file	

CRITERIA:	No.	Learning Outcome assessed
	1	Knowledge: Demonstrates knowledge of music video production contexts and industry standards. 1
	2	Creativity: Innovative and creative development of an original concept informed by critical contexts 1 2 3
	3	Production: Effective application of screen production skills and techniques 1 3

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

Students are required to bring headphones to each workshop that are appropriate for a computer headphone jack. Students are required to have at least 16gig of digital storage.

Students are expected to make themselves available for autonomous group rehearsals or music video shoots. Students must therefore consider their availability on evenings and weekends as well as normal working hours. If you anticipate challenges in meeting time commitments, please consider postponing your enrolment in this course.

9. How are risks managed in this course?

Risk assessments have been performed for all studio and laboratory classes and a low level of health and safety risk exists. Some risk concerns may include equipment, instruments, and tools; as well as manual handling items within the laboratory. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the 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](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

