



UNSW
SYDNEY

Australia's
Global
University



MDIA1006

Mediated Storytelling

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Amin Palangi	a.palangi@unsw.edu.au	Consultation: Monday 2pm - 3pm	TBA	-

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

In today's media rich world we find a vast array of storytelling practices. From Facebook timelines to viral videos, news stories and advertisements a complex range of narrative strategies are used to organise fragmentary images, sounds and memories into meaningful content. In this course you will be introduced to fundamental concepts and techniques of narrative style and structure appropriate to a range of media production environments. The course emphasises the development of hands-on production skills and you will gain proficiency in the use of audio-visual equipment and editing software in preparation for more advanced courses at levels 2 and 3.

At the conclusion of this course the student will be able to

1. · Identify and implement the fundamental elements and techniques of narrative storytelling in media rich environments.
2. · Plan, shoot and produce short audio-visual stories.
3. · Link creative production with theoretical and critical knowledge.
4. · Demonstrate the capacity to work collaboratively in a manner that is ethical, safe and aware of industry standards of best practice.

Teaching Strategies

This course introduces students to the fundamental skills and techniques of mediated narrative storytelling. As one of the core practice oriented courses, the teaching strategies place an emphasis on learning by doing. Students will be given the opportunity to develop their technical skill base through in-class activities and assessment tasks. They will also work through key theoretical and technical readings on narrative style and structure in preparation for their in-class activities and assessment tasks. As an introductory course, the teaching methods are focused on showing students how and helping them to develop a level of competence, rather than developing high-level experience or mastery. At the same time, students will learn how to access knowledge and resources, as well as the value of incorporating peer feedback into the learning cycle, which will to enable them to continue to deepen their learning and prepare them for more advanced media production courses at levels 2 and 3.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Storytelling Proposal and Pitch	30%	Pitch is due in your tutorial class on 14th or 15th August 2018. Supporting documents are due on Thursday 16th August.	1,2,3
Editing Task	40%	Friday 21st September	1,3
Storytelling Project	30%	Friday 26th October	1,2,4

Assessment Details

Assessment 1: Storytelling Proposal and Pitch

Start date: Not Applicable

Length: 3-5 minute pitch and 800-1000 word proposal

Details: (Individual) Written proposal document (800-1000 words) with accompanying illustrative material and a 3-5 minute pitch presentation. Students receive in class feedback.

Additional details:

A detailed brief for this task will be available via MDIA1006 Moodle website.

Submission notes: An in-class pitch with slides and a zip file submission to Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Editing Task

Start date: Not Applicable

Length: 3-4 minutes

Details: (Individual) 3-4 minute video with sound. This is the final assessment task. Students receive feedback via course LMS.

Additional details:

A detailed brief for this task will be available via MDIA1006 Moodle website.

Submission notes: A zip file submission to Moodle.

Assessment 3: Storytelling Project

Start date: Not Applicable

Length: 3-4 minutes

Details: Plan, shoot and produce short audio-visual stories in groups of 3. Feedback via course LMS.

Additional details:

A detailed brief for this task will be available via MDIA1006 Moodle website.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore $17 - [25 (0.05 \times 3)] = 13.25$

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:

<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

(<http://subjectguides.library.unsw.edu.au/elise/aboutelise>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Introduction to Mediated Storytelling: Story, Character
	Studio	- NONE -
Week 2: 30 July - 5 August	Lecture	Preproduction 1: The Proposal and The Screenplay
	Studio	Idea Incubation, Screenplay Writing and Pitching
Week 3: 6 August - 12 August	Lecture	Preproduction 2: Previsualisation
	Studio	Lining the Script and Storyboarding
Week 4: 13 August - 19 August	Lecture	Preproduction 3: Cast, Crew and Locations
	Studio	Assessment 1 Due- Storytelling Proposal and Pitch (30%)
Week 5: 20 August - 26 August	Lecture	Production 1: Camera, Lighting and Sound
	Studio	Camera, Lighting and Sound Proficiency Workshop
Week 6: 27 August - 2 September	Lecture	Production 2: Composing the Frame
	Studio	Production Team Meetings.
Week 7: 3 September - 9 September	Lecture	Post-Production Techniques
	Studio	Production Team Meetings. Introduction to Editing in Premiere Pro CC: Working with Still Images
Week 8: 10 September - 16 September	Lecture	Exploring Genre and Tropes
	Studio	Editing Adobe Premiere Cont'd: Cutting a Film Trailer.
Week 9: 17 September - 23 September	Lecture	Remix Culture: New Meanings Through the Art of the Mash-Up
	Studio	Time to Work on Assessment 2- Video Editing Task (40%). Tutor Consultation.
Break: 24 September - 30 September	Project	-SHOOT WEEK-
Week 10: 1 October - 7 October	Lecture	Mass Media: The Seven Waves
	Studio	Storytelling Project Footage Presentation and Feedback
Week 11: 8 October - 14 October	Lecture	Transmedia: Storytelling and Beyond
	Studio	Transmedia Proposal Activity. Storytelling Project Rough Cuts and Feedback
Week 12: 15 October - 21 October	Lecture	Ethics in Storytelling and Production
	Studio	Storytelling Project Fine Cuts and Feedback
Week 13: 22 October - 28 October	Lecture	- NONE -
		Assessment 3 - Storytelling Project (30%) Screening in Class.

Resources

Prescribed Resources

External hard drive - minimum 100GB

Please make sure your external hard drive is Mac-formatted. Go here for instructions:

<http://osxdaily.com/2012/01/04/format-an-external-hard-drive-or-usb-flash-drive-for-mac-os-x/>

Recommended Resources

Premiere Pro CC 2017 Essential Training: The Basics on Lynda.com:

<https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2017-Essential-Training-Basics/585268-2.html?srchtrk=index%3a5%0alinktypeid%3a2%0aq%3aadobe+premiere+pro%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

Books:

Cowgill, L. (2005) Writing Short Films: Structure and Content for Screenwriters, 2nd ed., Lone Eagle Pub., Los Angeles, CA

Irving, D.K. (2006) Producing and Directing the Short Film and Video, 3rd ed., Focal Press, Oxford, U.K.

Katz, S. (1991) Film Directing: Shot By Shot, Michael Wiese Productions, CA

Orpen, V. (2003) Film Editing: The Art of the Expressive, Wallflower, London

Stadeler, J. and McWilliam, K. (2009) Screen Media: Analysing Film and Television, Allen & Unwin, N.S.W., Australia

Course Evaluation and Development

Image Credit

Free image from pexels.com

CRICOS

CRICOS Provider Code: 00098G