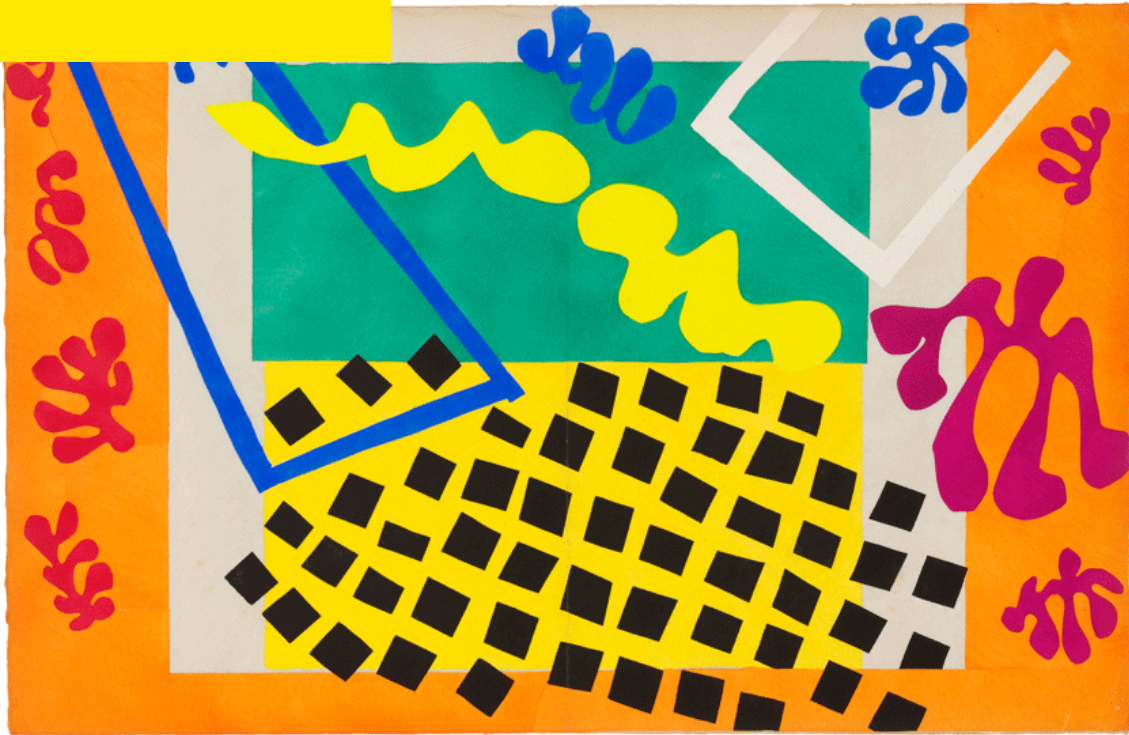




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MDIA3004

Festivals and Exhibitions

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Alyssa Rothwell	a.rothwell@unsw.edu.au	By email appointment Thursday	311g Webster Building	93856807

Tutors

Name	Email	Availability	Location	Phone
Kim Shaw	kimberley.shaw@unsw.edu.au	During session by email appointment. Thursday	School of Arts & Media, Level 3 Webster Building	

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*

Media formats have undergone a rapid process of diffusion and diversification, and the different kinds of venue and opportunities for viewing media have multiplied: online, mobile media, small and large screen venues and gallery installations. This course explores the practical aspects of creating a Festival or Exhibition, including conception, planning, communications and management of people, product and facilities, budget, promotion and legal issues through to the final staging of the event. You will have the opportunity to gain practical knowledge of Festivals and Exhibitions through experiencing first hand the selection, organisation and exhibition of media exhibits in a particular context, focusing on a particular point of contact between object and viewer, between Media and audience.

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

1. Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
2. Generate innovative ideas for the exhibition of media works.
3. Identify the industry processes and practices involved in creating a festival or exhibition.
4. Engage effectively within a group to produce and present a proposal for a festival or exhibition.

Teaching Strategies

Teaching Strategies:

Weekly workshops will provide you with the foundations of the course, regular support for your practical experiences and preparation for the assessment tasks. Weekly workshops will deliver and support assessment task detail and will focus on specific aspects of planning and running a Festival or Exhibition including a presentation by an associated industry practitioner. Workshops will provide opportunity for critical discussion and group work and provide a forum for you to present and share your research findings. Assessment tasks encourage an exploration and critical review of contemporary festivals and exhibitions while developing essential professional skills including team work, verbal and written presentations, innovation and reflection.

Assessment

Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Exhibition Review	30%	Week 6 Thursday 30th August, 2018. In Class	1,3
Research Presentation	30%	Week 8 Thursday 13th September or Week 9 Thursday 20th September, 2018. In Class	1,3
Proof of Concept Screen Based Festival	40%	Week 13 Thursday 25th October, 2018 Submit In your class time.	1,2,3,4

Assessment Details

Assessment 1: Exhibition Review

Start date: Not Applicable

Length: 800-1000 words

Details: 800-1000 words. Students receive written feedback and a numerical grade.

Additional details:

Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

Submission notes: Please submit a "hardcopy" with a cover sheet attached in class on Thursday 30th August, 2018. Ensure that you keep a digital copy of your assessment task. No plastic folders please.

Assessment 2: Research Presentation

Start date: Not Applicable

Length: Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

Details: 8-10 minute audio visual presentation. Individual project or small group (up to 3). Students receive written feedback and a numerical grade.

Additional details:

Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

Assessment 3: Proof of Concept Screen Based Festival

Start date: Not Applicable

Length: Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

Details: Groups of 4-5. 16-20 page printed booklet including USB storage containing digital promotional material (30 second promotional video). This is the final assessment task for attendance purposes. Students receive verbal feedback given by Industry professional and lecturer and a numerical grade.

Additional details:

Refer to the mdia3004 Festivals & Exhibitions moodle website for the most accurate and up to date information about assessment tasks.

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 of 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-integer 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	Web	Classes commence Week 2 A guide to weekly activities is available on the mdia3004 Festivals & Exhibitions moodle site . Refer to mdia3004 Festivals & Exhibitions moodle site for accurate and up to date information about the course.
Break: 24 September - 30 September	Group Work	

Resources

Prescribed Resources

Recommended Resources

Additional Resources will be available on the course's Moodle website.

What makes a Great Exhibition?

Edited by Paula Marcincola © 2006 Philadelphia Exhibitions Initiative, Philadelphia Centre for Arts and Heritage.

ISBN-10:0-9708346-1-6

Australia Council

<http://www.australiacouncil.gov.au/home>

Australia Council-Connecting Arts Audiences Online

<http://connectarts.australiacouncil.gov.au/>

Festivals Australia

http://www.arts.gov.au/arts/festivals_australia

Arts Law Centre, Australia.

<http://www.artslaw.com.au/info-sheets/info-sheet/organising-a-festival/>

How To Run a Film Festival, Online Blog resource by [Kieran Tully](#).

<http://filmfestivalsaustralia.org/for-festival-organisers-2/festival-organisers/>

Conceptualise Art Exhibition

<http://fineart.about.com/od/Curator/ss/Curating-A-Show-In-10-Easy-Steps-A-Step-By-Step-Guide-For-Art-Curators.htm>

Curatorship Symposium Program

http://www.artinstitute.unimelb.edu.au/__data/assets/pdf_file/0007/279340/Curatorship-symposium-program.pdf

Use of Computer Labs You can find up to date information about Webster lab procedures and issues on the TRC website: <https://trc.arts.unsw.edu.au/> technical problems with equipment or software operations (not use) in the labs, email the servicedesk@unsw.edu.au

Course Evaluation and Development

A combination of the following approaches will be used to gather feedback about the course. UNSW (CATI) course and teaching evaluation and improvement process. Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the project. In

response to that feedback all assessment tasks relate directly to the project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

Image Credit

Henri Matisse (1869-1954); Les Codomas, from *Jazz*; pochoir in colors.

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CRICOS Provider Code: 00098G