MDIA1000

Working with Time, Space and Experience

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Brigid Costello	bm.costello@unsw.edu.au	Thursdays 11am-12pm	Level two Webster room 231F	9385 6805

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

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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*

Introduces students to foundational principles of contemporary media production. Focuses on three areas of media production; graphic design, animation and interaction design. Through a series of practical exercises and projects this course focuses on the applied theories and techniques involved in creating contemporary media productions. The course will introduce students to current tools and strategies for a range of media contexts.

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

1. apply foundational principles in graphic design, animation and/or interaction design within a creative media production project.
2. creatively solve problems when developing media productions.
3. communicate ideas through media production.
4. engage in independent and reflective learning.

Teaching Strategies

The knowledge and skills that you will gain from this course will emerge primarily from the practical creation of media productions. This hands-on, practice-based knowledge will be augmented by the principles and theories that you will encounter during the course lectures. The length of time that the course is devoting to the theoretical and creative contexts of media production reflects our belief that a thorough grounding in these contexts is paramount to your development as an exciting and innovative media producer. We believe that it is your critical and creative approach to media production that will give you the edge in the workplace and not your knowledge of a certain piece of software. Specific technical skills have their value. However, in an ever-changing digital media-scape the techniques that you learn in this course are more valuable because of what they can teach you about *learning* new skills. Developing a self-directed approach to this learning process is essential for any media producer working in an industry where the tools and techniques change with each year and with each project.

Assessment

Full assessment task descriptions including task objectives and marking criteria are available on the course website on Moodle under the **Learning Activities** section. Please note that lecture attendance is crucial for doing well in this course. In the lecture we will give detailed explanations of the process for creating each task and show examples from past student work.

Backing up
It is your responsibility to back your work up regularly. Losing all of your files and being required to start your project from scratch is regarded as evidence of unsatisfactory file management skills and is not grounds for any special consideration when projects are being assessed.

Copyright
The works that you are creating for this course are being made for public broadcast either via the web or via public exhibition. This means that you must hold copyright over every element of the media productions that you create for this course. If, where permitted by the task brief, you wish to use the work of another within your assignment then you must get the copyright holder's permission to do so and submit this permission with your task.

There is more detailed information about backing up and copyright on the course website. Please speak to your studio tutor if you have any questions.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Graphic Design Task	30%	26/03/2018 03:00 PM	1,2,3,4
Animation Task	35%	01/05/2018 06:00 PM	1,2,3,4
Interaction Design Task	35%	01/06/2018 04:00 PM	1,2,3,4

Assessment Details

Assessment 1: Graphic Design Task

Start date: Approx 1 week before due date

Details: Sequence of still images. Written feedback via Moodle Grading

Additional details:

Using line and shape you will be creating two static abstract images that visually communicate the meaning of one pair of words from the design directions list posted on the course website. In your design you will also concentrate on exploring one of the design principles covered in week two (i.e. balance, rhythm, proportion, dominance and unity). These two images will be handed in via the course website on Moodle. Please see the website for the full brief for this task.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Animation Task

Start date: Approx 1 week before due date

Details: Short animation. Written feedback via Moodle gradebook.

Additional details:

This assignment asks you to use abstract animation, textures and sounds to create a short cinematic sequence that will communicate a particular brand character to a specific audience. Your animation will include a slogan as a typographic element and be created using Unity 3D. Please see the course website for the full brief for this task including a list of slogans to choose from.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Interaction Design Task

Start date: Approx 1 week before due date

Details: Short interactive animation with sound. Written feedback via Moodle gradebook.

Additional details:

For this task you will be working with the same slogan, persona, and brand character as your animation task. Your challenge now is to come up with a way to communicate the same character to the same audience but this time as a non-linear first person interactive work using Unity 3D. Please see the course website for the full brief for this task.

Turnitin setting: This is not a Turnitin assignment

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

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

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 information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

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: 26 February - 4 March	Lecture	**Time, Space, Experience**
	Tut-Lab	No Tute-lab
	Studio	No Studio
Week 2: 5 March - 11 March	Lecture	**Design Elements and Principles**
	Tut-Lab	Introduction to Photoshop
	Studio	Commmunicating with graphic compositions
Week 3: 12 March - 18 March	Lecture	**Line, Shape, Space**
	Tut-Lab	Photoshop selecting and adjusting
	Studio	Working with abstraction and minimalism
Week 4: 19 March - 25 March	Lecture	**From 2D to 3D - Key Concepts**
	Tut-Lab	Introduction to Unity 3D
	Studio	Building a level
Week 5: 26 March - 1 April	Lecture	**Textures and Typography**
	Tut-Lab	Creating textures and type for use in Unity
	Studio	Working with textures, fonts and type in Unity. Note: Due to the Good Friday holiday the Friday Studios will be online.
	Assessment	Graphic Design Task due Monday 26th March 3pm.
Break: 2 April - 8 April		Mid-semester break
Week 6: 9 April - 15 April	Lecture	**Making Things Move**
	Tut-Lab	Animation in Unity
	Studio	Animation tips and tricks
Week 7: 16 April - 22 April	Lecture	**Visual Storytelling**
	Tut-Lab	Working with timelines to create a cinematic sequence
	Studio	Storytelling with multiple cameras.
Week 8: 23 April - 29 April	Lecture	**Aural Storytelling**
	Tut-Lab	Sound editing in Adobe Audition. Adding sound in Unity.
	Studio	Add sound to your cinematic sequence. Draft assignment feedback.
Week 9: 30 April - 6 May	Lecture	*No Lecture - Debug consults.*
	Tut-Lab	Hand-in Animation task.
	Studio	First look at interactivity in Unity
	Assessment	Animation Task due Tuesday 1st May 6pm
Week 10: 7 May - 13 May	Lecture	**Interacting, Design Principles**
	Tut-Lab	Introduction to Unity template scripts
	Studio	Developing your interactive concept.

Week 11: 14 May - 20 May	Lecture	**Engaging the User**
	Tut-Lab	Advanced interactive technique toolbox
	Studio	Structuring your interactive environment. Feedback on concepts.
Week 12: 21 May - 27 May	Lecture	*No Lecture - Debug consults*
	Tut-Lab	Debug session for playtest
	Studio	Playtest your draft interactive environment
Week 13: 28 May - 3 June	Lecture	*No Lecture*
	Tut-Lab	Debug session for final project
	Studio	Final debug and hand-in
	Assessment	Interaction Design Task due Friday 1st June 4pm

Resources

Prescribed Resources

All course resources are available online via the course website: http://moodle.telt.unsw.edu.au

Recommended Resources

A list of recommended resources is also available online via the course website.

IT requirements and policies
The software that we will be using in this course will require a much more powerful computer than the UNSW minimum requirements. This is why every student enrolled in this course has **24hour seven day a week** swipe card access to the four level one Webster computer labs (WB136, WB137, WB138, WB307).These labs are where your practical classes will be held and where you can work outside of class time to complete your media production assignments. **They have all the software installed that you will need to produce your assignments.** However, if you do want to be able to work on your assessments at home, there is a PDF available on the course website for recommended software and hardware for the course.

Its is strongly recomended that you **purchase a portable hard drive** for use during your time as a media student at UNSW. Please note that if you are going to purchase any computer software or hardware you can get good educational discounts from most major suppliers. Remember to ask for a discount and take your student ID with you when shopping.

Make sure you also read the documents around acceptable use of UNSW IT resources, as there may be fines if you breach the UNSW IT usage policies.

Working in the Robert Webster Multimedia Labs
Please remember that these labs are working environments and not social spaces. Keep chatter to a minimum and take phone calls outside. If you are playing any media content with audio, then always use headphones. If there is a class on, then do not interrupt it. Although there might be spare computers, you are not allowed to use them while a class is on. Do check the timetables on the doors of the labs before entering. Please also be mindful of the strain that repetitive computer work can place on the health of your body. The UNSW policies on occupational health and safety issues like this can be found here safety.unsw.edu.au

You can find up to date information about the faculty lab procedures and issues on the TRC website.

Course Evaluation and Development

Each year student evaluative feedback on the course is gathered, using among other means, UNSW's MyExperience questionnaire. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. You will find out in the first lecture any changes that have been made based on last year's feedback.

Image Credit

Cover image by 2017 MDIA1000 student Shuman Zheng

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