



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.  
Please consult the web for updates that may occur during the year.

### Description: Production Design for Media

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MEA	2002	91306	2, 2009	ONC	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA005
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100703

### STAFFING

Examiner: Chris Willems  
Moderator: Stuart Thorp

### RATIONALE

In this course, Production Design and its perspectives become integral to the students' thinking and visualisation in the development and presentation of design concepts, construction drawings, and basic models.

### SYNOPSIS

This course develops an understanding of and practical skills in the methods, materials and application of Production Design, for the Screen. This includes introductions to: scenery; visual research; scale drawing; basic model-making; conceptual sketches; the screen environment; the television studio; visualization & storyboards; blue-screen techniques.

### OBJECTIVES

On completion of this course students will have:

1. a practical understanding of three-dimensional space; conceptual sketches; scale drawing and basic model-making;
2. a working knowledge of the screen environment, and visualizing techniques;
3. practical skills in conceptualisation and visualisation of designs for the screen and formative experience in research techniques for developing a design concept;
4. a formative understanding of script interpretation and camera framing for the purposes of developing a design concept;
5. basic practical knowledge of set construction and materials use;
6. management, planning and organisation skills through their demonstration of a basic working knowledge of effective budgeting;
7. demonstrated oral communication skills by delivering a basic presentation as part of their assessment task;
8. demonstrated professional and academic literacy through the research component of their assessment task.

## TOPICS

	Description	Weighting (%)
1.	Basic technical drawing	15.00
2.	Basic set construction	10.00
3.	Basic model making techniques	15.00
4.	Basic storyboarding	15.00
5.	Basic research techniques	10.00
6.	Basic concept development	15.00
7.	Basic presentation skills	10.00
8.	Basic costing and budget control	10.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

To be advised in the first lesson

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Katz, S D 1991, *Film directing shot by shot: visualizing from concept to screen*, Focal Press/Michael Weise Productions, Stoneham, MA.

Millerson, G 1999, *The technique of television production*, 13th edn, Focal Press, Oxford.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	65.00
Lectures	12.00
Private Study	28.00
Tutorials	60.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	100.00	20.00	24 Aug 2009 (see note 1)	1, 2, 3, 4, 5, 6, 7, 8	U3, U4, U8	2, 2, 2
ASSIGNMENT 2	100.00	30.00	28 Sep 2009 (see note 2)	1, 2, 3, 4, 5, 6, 7, 8	U3, U4, U8	2, 2, 2
ASSIGNMENT 3	100.00	50.00	26 Oct 2009 (see note 3)	1, 2, 3, 4, 5, 6, 7, 8	U3, U4, U8	2, 2, 2

### NOTES

1. Students will be advised of the assessment due date during the first week of classes for this course. This assessment item is aligned with all of the Objectives.
2. This assessment item is aligned with all of the Objectives.
3. This assessment item is aligned with all of the Objectives.

## GRADUATE QUALITIES AND SKILLS

Elements of the following Graduate Skills are associated with the successful completion of this course.

Graduate skill assessed	Level assessed
Academic & Professional Literacy (Skill U3)	Intermediate (Level 2)
Written & Oral Communication (Skill U4)	Intermediate (Level 2)
Managmt, Planning & Org Skills (Skill U8)	Intermediate (Level 2)

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:

The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.

- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d). Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 10 Students are strongly advised to maintain regular contact with their supervisor.