



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: Interactive Television Production

| Subject | Cat-nbr | Class | Term    | Mode | Units | Campus      |
|---------|---------|-------|---------|------|-------|-------------|
| MMS     | 3022    | 91427 | 2, 2009 | ONC  | 1.00  | Springfield |

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

### STAFFING

Examiner: Ashley Jones  
Moderator: Daryl Sparkes

### REQUISITES

Pre-requisite: MMS3021 and MMS3013

### SYNOPSIS

This course provides advanced professional preparation for students in the planning of Interactive Television Production. The course allows students to initiate an original project through the stages of research, planning, production and evaluation. Students are directed to develop a media production that demonstrates a sophisticated structural style generated from research-based goals through the application of strategic planning and critical evaluation of outcomes.

### OBJECTIVES

On completion of this course students will be able to demonstrate:

1. the strengths and weaknesses of key contemporary interactive media values and production formats and their applicability to current industry practice;
2. competencies in the design, application and evaluation of a project requiring the incorporation of contemporary media production theory and techniques;
3. critical skills and a level of professional expertise that would be sufficient to justify their employment as emerging media professionals.

### TOPICS

| Description                           | Weighting (%) |
|---------------------------------------|---------------|
| 1. Research principles and techniques | 20.00         |
| 2. Production form and content        | 60.00         |
| 3. Production management and business | 20.00         |

## **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).

Gawlinski, M 2003, *Interactive television production*, Focal Press, Oxford.

## **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.

BBC 2004, *eTV formats*,

([http://www.bbc.co.uk/commissioning/tv/network/pitching/formats\\_jan\\_2004.pdf](http://www.bbc.co.uk/commissioning/tv/network/pitching/formats_jan_2004.pdf))

Jacka, M 2002, *Broadband media in Australia - tales from the frontier*, AFC,

(<http://www.afc.gov.au/downloads/policies/broadband.pdf>)

## **STUDENT WORKLOAD REQUIREMENTS**

| ACTIVITY               | HOURS  |
|------------------------|--------|
| Directed Study         | 113.00 |
| Tutorials or Workshops | 52.00  |

## **ASSESSMENT DETAILS**

| Description        | Marks out of | Wtg (%) | Due date                    |
|--------------------|--------------|---------|-----------------------------|
| PRODUCTION PROJECT | 100.00       | 100.00  | 22 Jul 2009<br>(see note 1) |

### **NOTES**

1. Students will be advised of the assessment due date. This assessment item is aligned with Objectives 1, 2 and 3.

## **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. For this course, normal class attendance consists of one 1 hour lecture and one 3 hour tutorial per week.
- 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 submission box at the Springfield Campus no later than 12.000 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).

## **OTHER REQUIREMENTS**

- 1 In planning group assignments which involve production, students will be responsible for booking equipment, facilities and studio time for their own assignments.
  - 2 You are reminded that Interactive work is a **GROUP** activity. The success of some of your assignments will, therefore, depend upon your ability to work with, and through, a group of people. The development of that professional/social skill is a part of your training in this subject. In those kinds of assignments, therefore, a **GROUP MARK** will be awarded. However, it should be clearly understood that a student who, through default, causes a significant disadvantage to a group production, may **NOT** be awarded the group mark.
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