Description: Media Production Project B

Subject   Cat-Nbr   Class   Term   Mode   Units   Campus
MMS       3014      15040   2, 2002 ONC    1.00    TW MBA

Academic Group: FOART
Academic Org:   FOA004
HECS Band:     1
ASCED Code:    100703

STAFFING
Examiner: John Hetherington
Moderator: Daryl Sparkes

SYNOPSIS
This course provides advanced professional preparation for students in the planning of Media Production (Audio/Video). The course builds on theory and practise taught previously in MMS3013. 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 successful completion of this course students will:

- become familiar with the strengths and weaknesses of key contemporary media values and production formats and their applicability to current industry practice;
- gain experience in the design, application and evaluation of a project requiring the incorporation of media production theory and techniques;
- develop critical skills and a level of professional expertise that would be sufficient to justify their employment as media professionals.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Research Principles and Techniques</td>
<td>20.00</td>
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<tr>
<td>2. Production form and content</td>
<td>40.00</td>
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<tr>
<td>3. Production Management and Business</td>
<td>40.00</td>
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</tbody>
</table>
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.


ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRODUCTION PROJECT</td>
<td>100.00</td>
<td>100.00</td>
<td>Y</td>
<td>08 Nov 2002</td>
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</tbody>
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OTHER REQUIREMENTS

1. In order to pass the course, ALL items of assessment (as detailed in the course requirements) must be submitted and passed. Individual marks may be awarded for group assessment submission.
2. Students will be required to have the practical skills necessary in order to meet assessment requirements and are advised that non-attendance at scheduled workshops may not provide them with the capabilities to successfully complete course needs.
3. The final grade is calculated from the cumulative sum of the grades given to all weightings of the Production Project assessment (as detailed in the course requirements) items and is assigned in accordance with Faculty guidelines.