Course specification

**Description: Media Production Project B**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>MMS</td>
<td>3014</td>
<td>34903</td>
<td>2, 2004</td>
<td>ONC</td>
<td>1.00</td>
<td>TW MBA</td>
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**Academic group:** FOART  
**Academic org:** FOA004  
**Student contribution band:** 1  
**ASCED code:** 100703

**STAFFING**

Examiner: John Hetherington  
Moderator: Daryl Sparkes

**REQUISITES**

Pre-requisite: MMS3013

**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:

1. become familiar with the strengths and weaknesses of key contemporary media values and production formats and their applicability to current industry practice;
2. gain experience in the design, application and evaluation of a project requiring the incorporation of media production theory and techniques;
3. 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>
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<tbody>
<tr>
<td>Research Principles and Techniques</td>
<td>20.00</td>
</tr>
<tr>
<td>Production form and content</td>
<td>60.00</td>
</tr>
<tr>
<td>Production Management and Business</td>
<td>20.00</td>
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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).

For this course, students are required to purchase an External 7200 rpm Hard Drive with Firewire. This hardware will be necessary for use over the duration of the three years of the degree course.

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.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>100.00</td>
</tr>
<tr>
<td>Tutorials or Workshops</td>
<td>65.00</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>PRODUCTION PROJECT</td>
<td>100.00</td>
<td>100.00</td>
<td>03 Nov 2004</td>
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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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment. Individual marks may be awarded for group assessment submission.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) 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 or in the current USQ Handbook.

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) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) 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. (d) 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. (e) 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 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.