The University of Southern Queensland

Course specification

Description: Introduction to Professional Writing for Digital Media

<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>
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<tbody>
<tr>
<td>MMS</td>
<td>1001</td>
<td>41057</td>
<td>1, 2005</td>
<td>EXT</td>
<td>1.00</td>
<td>Toowoomba</td>
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</table>

Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100703

STAFFING
Examiner: Leonie Jones
Moderator: Stuart Thorp

SYNOPSIS
This course focuses on creative writing and structuring as a means for extending the student's imaginative and conceptual approach to digital production. On completing this course, students will be able to structure multimedia content for CD-ROM and online delivery. Students are encouraged to explore the effects that interactivity and non-linearity have on the creation of meaning in these works, in terms of Information design, Interaction design and Interface design. Topics to be covered include Hypertextuality and Narrative, Navigational Structures, Informational Structures, Interactive Techniques and writing methods. Attention will be paid to the issues of convergance and diversity in writing for new media. The core of this course will be the emphasis placed on the student's own writing. Students will generate scripts and diagrammatic outlines to develop a good understanding of the writer's and audience's role in the New Media. The subject enriches the student's comprehension of the creative process necessary to the generation of Interactive Multimedia.

OBJECTIVES
On completion of this course students should:

1. recognise the role of the writer and audience in a multimedia team
2. appreciate the structural complexities of non-linear storytelling
3. be able to demonstrate confidence in writing in a variety of styles appropriate to new media
4. have demonstrable skills in appropriate presentation and formatting of scripts
5. be able to edit and re-cast script material for new media
6. be aware of cultural sensitivities in a global media market.
TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The history of new media and the emerging role of the writer/designer on a multimedia team.</td>
<td>10.00</td>
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<td>2. Linear writing versus non-linear writing. Interactivity and content.</td>
<td>10.00</td>
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<tr>
<td>3. Building a structure for content: Interactive grammar, Mapping, Flowcharting, Action diagrams</td>
<td>15.00</td>
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<td>4. Crafting audience-specific messages: Which new medium and what message?</td>
<td>10.00</td>
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<td>5. Writing for Emotional Response</td>
<td>10.00</td>
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<tr>
<td>6. Structuring, script layout, development, presentation and formatting.</td>
<td>15.00</td>
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<tr>
<td>7. Legal and ethical issues for writers on the Internet and in other new media.</td>
<td>10.00</td>
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<tr>
<td>8. Narrative in Cyberspace: Interactive storytelling - is it possible?</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).


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>
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<tr>
<td>Private Study</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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</thead>
<tbody>
<tr>
<td>SCRIPT PROJECT</td>
<td>100.00</td>
<td>40.00</td>
<td>22 Apr 2005</td>
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<tr>
<td>PORTFOLIO OF EXERCISES</td>
<td>100.00</td>
<td>40.00</td>
<td>03 Jun 2005</td>
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<tr>
<td>FINAL EXAM</td>
<td>100.00</td>
<td>20.00</td>
<td>END S1 (see note 1)</td>
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NOTES

1. Exam dates will be advised when timetables are finalised.

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   There are no attendance requirements for this external course. However, it is the student's responsibility 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.

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:
   The exam for this course is a CLOSED EXAMINATION, and candidates are allowed to bring only writing and drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any deferred or supplementary examinations for this course will be held during the next examination period.

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 despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) 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. (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).