



# DGTL12010 *Visual Storytelling*

## Term 2 - 2017

Profile information current as at 06/05/2024 03:46 am

All details in this unit profile for DGTL12010 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit builds on the foundation provided by Digital Video and Audio to teach visual storytelling concepts and narrative film-making techniques. You will learn how to write a compelling narrative, employing principles and elements of story design. You will develop practical film making skills related to the camera, lighting, sound and editing, which you will apply to the creation of a narrative short film. Through an exploration of screen culture and history, you will learn how to constructively critique screen production work.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: MMST11009 Digital Video and Audio Students who have completed DGTL13003 Advanced Media Production may not enrol in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 2 - 2017

- Brisbane
- Bundaberg
- Distance
- Mackay
- Noosa
- Rockhampton
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 30%

#### 2. **Practical and Written Assessment**

Weighting: 70%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. write a compelling narrative, employing principles and elements of story design
2. create a narrative short film through the application of filmmaking principles and skills related to the camera, lighting, sound and editing
3. constructively critique screen production work within the context of screen culture and history.

Not applicable



## Textbooks and Resources

### Textbooks

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#### Prescribed

##### **Voice & vision: a creative approach to narrative film and DV production**

2nd edition (2012)

Authors: Mick Hurbis-Cherrier

Focal Press

Burlington , Massachusetts , USA

ISBN: 9781136067655

Binding: Paperback

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#### Supplementary

##### **Documentary Voice & Vision: A Creative Approach to Non-Fiction Media Production**

Edition: 1 (2016)

Authors: Kelly Anderson and Martin Lucas

CRC Press

New York , NY , USA

ISBN: 9781317636120

Binding: Paperback

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#### Supplementary

##### **Video production 101: Delivering the Message**

Edition: 1 (2014)

Authors: Manriquez, Antonio; McCluskey, Tom

Pearson Higher Ed

USA

ISBN: 978-0-13-382553-4

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### **You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Audition (Adobe Creative Cloud student subscription recommended)
- Adobe Premiere Pro (Adobe Creative Cloud student subscription recommended)
- Audacity, a free open source, cross-platform audio software for multi-track recording and editing available from <http://www.audacityteam.org/>
- Audio recording equipment. This is available for loan on some campuses. Please consult the course web site or teaching staff for details.
- Celtx free desktop version (available to download from the course web site)
- HandBrake, a free open source video transcoder (freely available from <http://handbrake.fr/>)
- Microsoft Office, Acrobat Reader, ability to uncompress files (ie. windows or winzip or 7-zip)
- VideoLan VLC Media Player (freely available from [www.videolan.org/vlc](http://www.videolan.org/vlc))
- Video recording equipment. This is available for loan on some campuses. Please consult the course web site or teaching staff for details.
- Vimeo.com (Vimeo is the free video hosting and sharing platform used for peer-reviews in this unit.)

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Merri Randell** Unit Coordinator  
[m.randell@cqu.edu.au](mailto:m.randell@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the unit	Voice and Vision: Chapter 3 The Visual Language and Aesthetics of Cinema	

### Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Visual Storytelling	Voice and Vision: Chapters 1-7	

### Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Production Planning	Voice and Vision: Chapters 1-7	

### Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Screening, Lecturer and Peer Review	Voice and Vision: Chapters 1-7	<b>Pre-production</b> Due: Week 4 Friday (4 Aug 2017) 9:00 pm AEST

### Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2A: Production Techniques	Voice and Vision: Chapters 9-14 and 17-18	

### Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Production		

### Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2A: Production Techniques	Voice and Vision: Chapters 15 - 16 and 4 (p68)	

### Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2A: Editing	Voice and Vision: Chapters 20 - 21	

### Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2A: Screening, Lecturer and Peer Review	Voice and Vision: Chapters 20 - 21	Assessment#2A: Rough-cut discussion (majority of production to be completed)

### Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2B: Editing and Corrections	Voice and Vision: Chapters 20 - 21	

### Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2B: Sound Design	Voice and Vision: Chapters 22 - 23	

**Week 11 - 25 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2B: Sweetening and Titles	Voice and Vision: Chapters 24	

**Week 12 - 02 Oct 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2B: Screening, Lecturer and Peer Review		<b>Production and Post-production</b> Due: Week 12 Friday (6 Oct 2017) 9:00 pm AEST

**Review/Exam Week - 09 Oct 2017**

Module/Topic	Chapter	Events and Submissions/Topic

**Exam Week - 16 Oct 2017**

Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Pre-production

**Assessment Type**

Written Assessment

**Task Description**

The ultimate goal for this unit at the end of week 12 is for you to create a 3 minute movie where all of the source material for the movie has been captured by you or your crew specifically for this project. Your 3 minute movie can be either narrative fiction or documentary, but it must respond to the provided list of genres specific to each style of visual storytelling. Movie-making involves 3 specific stages of pre-production, production and post-production. This first assessment task specifically involves the pre-production stage of this process. For this assessment you will need to produce a 2-5 minute video pitch for your final movie which includes the analysis of at least 3 video references to explain the message and vision for your movie. Your video pitch will include an explanation of the following 4 essential topics of pre-production for you final movie:

- Synopses (Based on Industry-standard guidelines and methods)
- Production Design / Visual Style
- Storyboard
- Breakdown and Production Timeline

Please read the assessment briefs for Assessment #2 before beginning this assessment. As part of this assessment you are required to conduct an online peer review of 3 other student video pitches. Please note that this assessment is NOT a powerpoint presentation.

**Assessment Due Date**

Week 4 Friday (4 Aug 2017) 9:00 pm AEST

Video Pitch to be uploaded to Vimeo for Peer Review prior to deadline

**Return Date to Students**

Vacation Week Friday (18 Aug 2017)

**Weighting**

30%

**Assessment Criteria**

- Video Pitch: Clarity of concept, Scope and scale and Quality of 4 required topics (research, analysis and logical structure.)
- Technical A/V skills: Demonstration of ability proportional to task completion of your Video Pitch: AV editing, inclusion of still images and text, adherence to technical specifications.
- Peer review: Adherence to the required discussion topics. Quality and completeness of task.

**Referencing Style**

- [Harvard \(author-date\)](#)

## Submission

Online

## Submission Instructions

Do not submit videos directly to Moodle. Upload all videos to Vimeo and submit these URLs to Moodle.

## Learning Outcomes Assessed

- write a compelling narrative, employing principles and elements of story design
- constructively critique screen production work within the context of screen culture and history.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

# 2 Production and Post-production

## Assessment Type

Practical and Written Assessment

## Task Description

This assessment task is divided into 2 parts:

- Part A of Assessment #2 specifically involves the production stage of the movie-making process and is due in week 8.
- Part B of Assessment #2 specifically involves the post-production stage of the movie-making process and is due in week 12.

Assessment #2A: For this assessment you are required to complete the production stage of your movie and submit a rough-cut of your 3 minute movie for a meeting with your lecturer during week 8. As part of this assessment you are required to conduct an online peer review of 3 other student rough-cuts.

Assessment #2B: For this assessment you are required to finalise your movie and submit a final-cut of your 3 minute movie (title and credits for the movie must be included within the 3-minute time limit). You are also required to submit a 3-5 minute video essay which discusses ONE specific aspect of the refinement process you used which improved the clarity of your movie's message. Your video essay must include the analysis of at least 3 video references to illustrate your discussion. Please note that the video essay is NOT a powerpoint presentation. As part of this assessment you are required to conduct an online peer review of 3 other student movies.

## Assessment Due Date

Week 12 Friday (6 Oct 2017) 9:00 pm AEST

Rough-cut to be uploaded to Vimeo for Peer Review prior to deadline (week 8) and Final Movie to be uploaded to Vimeo for Peer Review prior to deadline (week 12)

## Return Date to Students

Exam Week Friday (20 Oct 2017)

## Weighting

70%

## Assessment Criteria

1. 3-Minute Movie: Clarity of message, Implementation of genre conventions, Quality of iteration and integration of feedback (rough-cut to final-cut), and overall visual style of your movie.
2. Video Essay: Quality of research, analysis, reflection and logical structure of video essay.
3. Technical A/V skills: Demonstration of ability proportional to task completion of your Movie AND Video Essay: Production (direction, composition, lighting, cinematography, production design, audio capture) and Post-production (AV editing, sound design, title design, adherence to technical specifications.)
4. Peer review: Adherence to the required discussion topics. Quality and completeness of task.

## Referencing Style

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

Do not submit videos directly to Moodle. Upload all videos to Vimeo and submit these URLs to Moodle.

**Learning Outcomes Assessed**

- create a narrative short film through the application of filmmaking principles and skills related to the camera, lighting, sound and editing
- constructively critique screen production work within the context of screen culture and history.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice



## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem