



DGTL12010 Visual Storytelling

Term 2 - 2020

Profile information current as at 13/05/2024 07:01 am

All details in this unit profile for DGTL12010 have been officially approved by CQUniversity 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 of study builds on prerequisite foundation units to teach visual storytelling concepts and narrative film-making techniques. You will learn how to create a visual story narrative by employing principles and elements of story design. You will develop practical film-making skills related to directing and cinematography during the production of a narrative short film. You will learn how to constructively critique screen production work through an exploration of screen culture and history.

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 Antirequisite: 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 - 2020

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Noosa
- Online
- 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. **Practical Assessment**

Weighting: 30%

2. **Practical Assessment**

Weighting: 30%

3. **Practical Assessment**

Weighting: 40%

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](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student Evaluation

Feedback

More information required on camera techniques, such as how certain conditions effect the camera and how to film at night etc.

Recommendation

The content of this unit is being updated in 2020 for the new Screen Production minor and will focus more on these topics.

Unit Learning Outcomes

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

1. Create a narrative short film by employing principles and elements of story design
2. Create a narrative short film through the application of film-making principles and skills related to directing and cinematography
3. Constructively critique screen production work within the context of screen culture and history.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Practical Assessment - 30%	•	•	•
2 - Practical Assessment - 30%	•	•	•
3 - Practical Assessment - 40%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving		•	

Graduate Attributes	Learning Outcomes		
	1	2	3
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work			
6 - Information Technology Competence			
7 - Cross Cultural Competence	•	•	•
8 - Ethical practice			
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical Assessment - 30%	•	•	•	•			•			
2 - Practical Assessment - 30%	•	•	•	•			•			
3 - Practical Assessment - 40%	•	•	•	•			•			

Textbooks and Resources

Textbooks

DGTL12010

Prescribed

Introduction to Cinematography

Edition: eBook (2018)

Authors: Hoser, Tania

Routledge

ISBN: <https://bit.ly/2UTdBgr>

Binding: Website Link

DGTL12010

Supplementary

Cinematography: Theory and Practice, 3rd Edition

Edition: eBook (2016)

Authors: Brown, Blain

Routledge

ISBN: <https://bit.ly/2Vgebna>

Binding: Website Link

DGTL12010

Supplementary

Contemporary Cinematographers on Their Art

Edition: eBook (1998)

Authors: Rogers, Pauline

Routledge

ISBN: <https://bit.ly/2wl8j3A>

Binding: Website Link

DGTL12010

Supplementary

Dirty Light with Bob Davis

Edition: Learn by Video (2014)

Authors: Bob Davis

Wiley

ISBN: <https://learning.oreilly.com/videos/dirty-light-with/9781118931981/>

Binding: Website Link

DGTL12010

Supplementary

Framed Ink: Drawing and Composition for Visual Storytellers

Edition: PDF download on unit Moodle site (2010)

Authors: Marcos Mateu-Mestre

Design Studio Press, California

California , USA

ISBN: 9781933492957

Binding: Other

DGTL12010

Supplementary

From Still to Motion: A photographer's guide to creating video with your DSLR

Edition: eBook (2010)

Authors: Matt Gottshalk, Robbie Carman, Richard Harrington, James Ball

New Riders

ISBN: <https://learning.oreilly.com/library/view/from-still-to/9780321704160/>

Binding: Website Link

DGTL12010

Supplementary

Hands-on Manual for Cinematographers

Edition: eBook (2014)

Authors: Samuelson, David

Routledge

ISBN: <https://learning.oreilly.com/library/view/hands-on-manual-for/9780240514802/>

Binding: Website Link

DGTL12010

Supplementary

Lighting Fundamentals for Photographers: Learn by Video

Edition: Learn by Video (2016)

Authors: Joe Lavine

Peachpit Press

ISBN: <https://bit.ly/34kiPVq>

Binding: Website Link

DGTL12010

Supplementary

Living With A Creative Mind

Edition: Book (2011)

Authors: Jeff Crabtree and Julie Crabtree

Zebra Collective, Australia

ISBN: 9780987104601

Binding: Paperback

DGTL12010

Supplementary

Motion Picture and Video Lighting

Edition: eBook (2012)

Authors: Brown, Blain

ISBN: <https://learning.oreilly.com/library/view/motion-picture-and/9780240807638/>

Binding: Website Link

DGTL12010

Supplementary

Practical Cinematography

Edition: eBook (2012)

Authors: Wheeler, Paul

Routledge

ISBN: <https://bit.ly/34IEWuA>

Binding: Website Link

DGTL12010

Supplementary

The Filmmaker's Eye

Edition: eBook (2013)

Authors: Mercado, Gustavo

Routledge

ISBN: <https://learning.oreilly.com/library/view/the-filmmakers-eye/9780240812175/>

Binding: Website Link

DGTL12010

Supplementary

Think/Point/Shoot

Edition: eBook (2016)

Authors: Annette Danto, Lonnie Isabel, Mobina Hashmi

Routledge

ISBN: <https://learning.oreilly.com/library/view/thinkpointshoot/9781317536390/>

Binding: Website Link

DGTL12010

Supplementary

Video production 101: Delivering the Message

Edition: eBook + Learn by Video (2014)

Authors: Manriquez, Antonio; McCluskey, Tom

Pearson Higher Ed

USA

ISBN: 978-0-13-382553-4

Binding: Website Link

DGTL12010

Supplementary

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

Edition: eBook (2018)

Authors: Mick Hurbis-Cherrier

Focal Press

Burlington , Massachusetts , USA

ISBN: 9780415739986

Binding: Website Link

Additional Textbook Information

All resources listed except for 'Framed Ink' (Mateu-Mestre) and 'Living With A Creative Mind' (Crabtree) are available from the CQUni Library database 'O'Reilly Safari'. If you do prefer your own copy, you can purchase one at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet

- Unit Website (Moodle)
- HandBrake, a free open source video transcoder available from <http://handbrake.fr/>
- Videolan VLC, a free open source media player available from <http://www.videolan.org/vlc/>
- Vimeo.com (Vimeo is the free video hosting and sharing platform used for peer-reviews in this unit.)
- Zoom (for online tutorials)
- DaVinci Resolve 16 (Freely available from <https://www.blackmagicdesign.com/products/davinciresolve/>)
- Audacity (Freely available from <http://audacityteam.org>)
- Celtx (pre-production, production and post-production management software. Free trial available from <http://celtx.com/> or connect to full version using AnyDesk)
- Microsoft Office (connect using AnyDesk)
- Video and Audio recording equipment.
- Adobe Creative Cloud subscription (student price) is recommended, since it includes Adobe Premiere Pro CC, Adobe Audition CC, InDesign CC, Photoshop CC, Acrobat Pro CC and much more.

Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Steven Pace Unit Coordinator
s.pace@cqu.edu.au
Merri Randell Unit Coordinator
m.randell@cqu.edu.au

Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the unit Assessment#1: Brief	Introduction to Cinematography Framed Ink: Chapter 1, p24-30	Zoom session for Online students

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Cinematography	Introduction to Cinematography Framed Ink: Chapter 3-4	

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	Feedforward Zoom session for Online students

Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Lecturer and Peer Review	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	Feedforward Zoom session for Online students Assessment#1: 1. Monday: upload Draft Video Pitch to Vimeo 2. Before Friday: Complete 3 x Peer Reviews on Vimeo 3. Friday: Submit Final Video Pitch, PDFs and 3 x Peer Reviews to Moodle Assessment#1: Video Pitch Due: Week 4 Friday (7 Aug 2020) 9:00 pm AEST

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#2: Brief	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
No Classes		

Week 6 - 24 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Blocking and Lighting	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	Zoom session for Online students

Week 7 - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Shoot to Edit	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	

Week 8 - 07 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2: Lecturer and Peer Review	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	Feedforward Zoom session for Online students Assessment#2: 1. Monday: upload Draft Test Movie to Vimeo 2. Before Friday: Complete 3 x Peer Reviews on Vimeo 3. Friday: Submit Final Test Movie, PDFs and 3 x Peer Reviews to Moodle Assessment#2: Test Movie Due: Week 8 Friday (11 Sept 2020) 9:00 pm AEST

Week 9 - 14 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment#3: Brief	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	

Week 10 - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Dailies discussions	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	

Week 11 - 28 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Dailies discussions	Introduction to Cinematography Framed Ink: Chapter 1, 3, 4, p24-30	Feedforward Zoom session for Online students

Week 12 - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment#3: Lecturer and Peer Review

Introduction to Cinematography
Framed Ink: Chapter 1, 3, 4, p24-30

Feedforward Zoom session for Online students
Assessment#3:
1. Monday: upload Draft Final Movie to Vimeo
2. Before Friday: Complete 3 x Peer Reviews on Vimeo
3. Friday: Submit Final Final Movie and 3 x Peer Reviews to Moodle

Assessment#3: Final Movie Due:
Week 12 Friday (9 Oct 2020) 9:00 pm AEST

Review/Exam Week - 12 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 19 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

Due to the global pandemic all classes for this unit are being delivered online via zoom. If you cannot attend your designated timetabled class, you can attend another class but please inform the lecturers involved prior to class. If you are experiencing hardship due to the pandemic, please discuss this with your Unit Coordinator as requirements for extensions are more flexible during this time.

Assessment Tasks

1 Assessment#1: Video Pitch

Assessment Type

Practical Assessment

Task Description

Your first assessment task involves gaining a deeper understanding of visual storytelling and the ideation pre-production process as a director and cinematographer. You will be required to conduct analysis of an existing screenplay and video references to produce a Creative Production Plan for a live-action narrative fiction short film. Your analysis and Creative Production Plan will be submitted as a **Video Pitch** with supporting documents submitted as PDFs. Please note the Video Pitch is not a Powerpoint presentation and must be produced using video editing software and include video footage of your video references, shots etc. This task is the first step to achieving the ultimate goal for this unit which is for you to create a live-action narrative fiction short film with a clearly recognisable genre and message (as per existing screenplay) between 3-7 minutes in duration. Please read the full briefs for Assessment #1, #2 and #3 before beginning this task, attend all workshops, watch all video lectures and refer to the Unit materials for a full breakdown of requirements.

Assessment Due Date

Week 4 Friday (7 Aug 2020) 9:00 pm AEST

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

Return Date to Students

Week 6 Friday (28 Aug 2020)

Do not wait for written comments. Begin production based on feedforward from your peers and lecturer during week 4.

Weighting

30%

Assessment Criteria

Video Pitch/Creative Production Plan: Clarity of concept, Scope and scale and Quality of required topics (research, analysis and logical structure.)

Technical A/V skills: Demonstration of ability proportional to task completion.

Peer review: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

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

Submission

Online

Submission Instructions

Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

Learning Outcomes Assessed

- Create a visual story narrative by employing principles and elements of story design
- Create a narrative short film through the application of film-making principles and skills related to directing cast and crew
- Constructively critique screen production work within the context of screen culture and history.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence

2 Assessment#2: Test Movie

Assessment Type

Practical Assessment

Task Description

Your second assessment task involves testing and updating your Creative Production Plan during the production of the **Test Movie** for your live-action narrative fiction short film. The Test Movie is an opportunity for you to hone your technical skills and experiment, update and augment the Creative Production Plan for your Final Movie for Assessment#3 through the creation of supporting documents such as shot lists, blocking and lighting plans etc. Please read the full briefs for Assessment #2 and #3 before beginning this task, attend all workshops, watch all video lectures and refer to the Unit materials for a full breakdown of requirements.

Assessment Due Date

Week 8 Friday (11 Sept 2020) 9:00 pm AEST

Draft Test Movie to be uploaded to Vimeo for Peer Review prior to deadline.

Return Date to Students

Week 10 Friday (25 Sept 2020)

Do not wait for written comments. Begin production based on feedforward from peers and lecturer during week 8.

Weighting

30%

Assessment Criteria

Creative Production Plan: Clarity of concept, Scope and scale and Quality of required topics (research, analysis and logical structure.)

Test Movie: Quality and clarity of narrative, Expression of Genre conventions, Effectiveness of Composition/ Shot Choice/Creative Lighting and Coherence of overall Visual Style.

Technical A/V skills: Demonstration of ability proportional to task completion.

Peer review: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

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

Submission

Online

Submission Instructions

Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

Learning Outcomes Assessed

- Create a visual story narrative by employing principles and elements of story design

- Create a narrative short film through the application of film-making principles and skills related to directing cast and crew
- Constructively critique screen production work within the context of screen culture and history.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence

3 Assessment#3: Final Movie

Assessment Type

Practical Assessment

Task Description

Your third assessment task is the culmination of everything you have learned in this unit as a director and cinematographer. You will execute your updated Creative Production Plan from Assessment#2 to create your **Final Movie**, a live-action narrative fiction short film based on an existing screenplay. Please read the full briefs for Assessment #2 and #3 before beginning this task, attend all workshops, watch all video lectures and refer to the Unit materials for a full breakdown of requirements.

Assessment Due Date

Week 12 Friday (9 Oct 2020) 9:00 pm AEST

Draft Final Movie to be uploaded to Vimeo for Peer Review prior to deadline.

Return Date to Students

Exam Week Friday (23 Oct 2020)

See Moodle for marking criteria comments about your submission.

Weighting

40%

Assessment Criteria

Final Movie: Quality and clarity of narrative, Expression of Genre conventions, Effectiveness of Composition/ Shot Choice/Creative Lighting, Coherence of overall Visual Style and Quality of Iteration from Test Movie.

Technical A/V skills: Demonstration of ability proportional to task completion.

Peer review: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

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

Submission

Online

Submission Instructions

Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

Learning Outcomes Assessed

- Create a visual story narrative by employing principles and elements of story design
- Create a narrative short film through the application of film-making principles and skills related to directing cast and crew
- Constructively critique screen production work within the context of screen culture and history.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence

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