



DGTL13005 *Digital Media Project*

Term 2 - 2017

Profile information current as at 04/05/2024 12:27 pm

All details in this unit profile for DGTL13005 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 gives you an opportunity to undertake a digital media project of your choice in consultation with academic and workplace supervisors. The project may involve the development of a digital media product that demonstrates advanced production skills; the development of a portfolio of digital media work to show prospective employers; a digital media-related work placement with an approved organisation (minimum of 120 hours); or an academic research project with a digital media focus. Your academic supervisor will work with you to devise assessment tasks that will meet negotiated learning outcomes.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: 72 credit points

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

- Distance

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: Pass/Fail

2. **Practical and Written Assessment**

Weighting: 90%

3. **Practical Assessment**

Weighting: 10%

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. plan and execute a digital media project that demonstrates skills and knowledge at the graduate level of digital media practice
2. work independently, collaboratively and professionally on a digital media project.

Not applicable

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

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

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

Teaching Contacts

Jim Picton Unit Coordinator
j.picton@cqu.edu.au

Schedule

Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Project confirmation		

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Project proposal Due: Week 3 Friday (28 July 2017) 9:00 pm AEST

Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Vacation Week - 14 Aug 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 21 Aug 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 7 - 28 Aug 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 8 - 04 Sep 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 9 - 11 Sep 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 10 - 18 Sep 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 11 - 25 Sep 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		
Week 12 - 02 Oct 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Project work		Project outcomes Due: Week 12 Friday (6 Oct 2017) 9:00 pm AEST Supervisor appraisal 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 Project proposal

Assessment Type

Written Assessment

Task Description

This assignment requires you to discuss your proposed project with your academic supervisor and submit a written proposal that outlines your intended course of action for the term. Your project will be one of the following activities:

- the development of a digital media product that demonstrates advanced production skills;
- the development of a portfolio of digital media works to show prospective employers;
- a digital media-related work placement with an approved organisation (minimum of 120 hours); or
- an academic research project with a digital media focus.

Please refer to the unit web site for the assignment details.

Assessment Due Date

Week 3 Friday (28 July 2017) 9:00 pm AEST

Return Date to Students

1 week after submission. Feedback will be provided via an online video-conference.

Weighting

Pass/Fail

Assessment Criteria

This assignment is required because it establishes your course of action for the term. You will not receive a mark for your performance on this assignment, but it contributes to your overall grade for this unit.

Referencing Style

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

Submission

Online

Submission Instructions

Please refer to the unit web site for assignment submission instructions.

Learning Outcomes Assessed

- plan and execute a digital media project that demonstrates skills and knowledge at the graduate level of digital media practice
- work independently, collaboratively and professionally on a digital media project.

Graduate Attributes

- Communication
- Critical Thinking

2 Project outcomes

Assessment Type

Practical and Written Assessment

Task Description

This assignment requires you to present the outcomes of the approved project that you proposed in Assignment 1. Your project will be one of the following activities:

- the development of a digital media product that demonstrates advanced production skills;
- the development of a portfolio of digital media works to show prospective employers;
- a digital media-related work placement with an approved organisation (minimum of 120 hours); or
- an academic research project with a digital media focus.

The outcomes that need to be presented will depend on the nature of your project. Please refer to the unit web site for the assignment details.

Assessment Due Date

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

Return Date to Students

2 weeks after submission

Weighting

90%

Assessment Criteria

Please refer to the unit web site for the assessment criteria.

Referencing Style

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

Submission

Online

Submission Instructions

Please refer to the unit web site for assignment submission instructions.

Learning Outcomes Assessed

- plan and execute a digital media project that demonstrates skills and knowledge at the graduate level of digital media practice
- work independently, collaboratively and professionally on a digital media project.

Graduate Attributes

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

3 Supervisor appraisal

Assessment Type

Practical Assessment

Task Description

This component of the assessment will be completed by your academic supervisor, who will appraise your work using industry, professional or academic standards. If your project involved the participation of an external client, workplace supervisor or research supervisor, your academic supervisor will liaise with that individual to obtain this appraisal. Please refer to the unit web site for the assignment details.

Assessment Due Date

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

Return Date to Students

2 weeks after submission

Weighting

10%

Assessment Criteria

Please refer to the unit web site for the assessment criteria.

Referencing Style

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

Submission

Online

Submission Instructions

Please refer to the unit web site for assignment submission instructions.

Learning Outcomes Assessed

- plan and execute a digital media project that demonstrates skills and knowledge at the graduate level of digital media practice
- work independently, collaboratively and professionally on a digital media project.

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