DGTL13005 *Digital Media Project*
Term 2 - 2018

Profile information current as at 04/05/2024 11:41 am

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 - 2018

- 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.

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 End of term student feedback

Feedback

Students commented that they felt empowered and motivated as they were given the opportunity to undertake a digital media project, or work placement, that aligned with their interests.

Recommendation

As an advanced digital media elective, students are afforded the flexibility to demonstrate that they have attained the individual skills, knowledge and attitudes required for success in the digital media industry, post graduation.

Feedback from End of term student feedback

Feedback

One student suggested that a mandatory check-in process should be enforced to help students stay on track during the term.

Recommendation

DGTL13005 is delivered via distance, so Zoom video conferences are routinely used to pass information, discuss assessment requirements or reflect on student experiences. Students are expected to self-manage their individual project and assessment tasks in accordance with the Project Plan that they submit in week 3.

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

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ○ Introductory Level ○ Intermediate Level ● Graduate Level ○ Professional Level ○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes	
	1	2
1 - Written Assessment - 0%	●	●
2 - Practical and Written Assessment - 90%	●	●
3 - Practical Assessment - 10%	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes	
	1	**2**
1 - Communication	•	•
2 - Problem Solving	•	•
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 - Written Assessment - 0%	•		•							
2 - Practical and Written Assessment - 90%	•	•	•	•	•	•	•	•		
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 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project confirmation		

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		**Project proposal** Due: Week 3 Friday (27 July 2018) 11:45 pm AEST

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Project work		**Project outcomes** Due: Week 12 Friday (5 Oct 2018) 11:45 pm AEST **Supervisor appraisal** Due: Week 12 Friday (5 Oct 2018) 11:45 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Oct 2018

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 (topic to be negotiated with Unit Coordinator).

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

Assessment Due Date
Week 3 Friday (27 July 2018) 11:45 pm AEST

Return Date to Students

One-Two weeks after submission. Feedback will be provided via an online video-conference.

Weighting
Pass/Fail

Assessment Criteria
This assignment establishes your course of action and schedule for the term.
Although you will not receive a mark for your performance on this assignment, achieving a 'Pass' for your project proposal is mandatory.

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 (topic to be negotiated with Unit Coordinator).

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 (5 Oct 2018) 11:45 pm AEST

Return Date to Students

Two weeks after the due date (or submission date in the case of extensions)

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 (5 Oct 2018) 11:45 pm AEST

Return Date to Students

Two weeks after the due date (or submission date in the case of extensions)

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