



# DGTL13005 *Digital Media Project*

## Term 2 - 2021

Profile information current as at 04/05/2024 07:04 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 - 2021

- Mixed Mode

### 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 Student unit evaluation feedback

##### Feedback

Some students would like the option of having more meetings with the Unit Coordinator throughout the term to help themselves stay on track.

##### Recommendation

Additional meetings will be scheduled throughout the term.

## 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



### 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	•	•

Graduate Attributes	Learning Outcomes	
	1	2
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)
- Digital media software appropriate to the the project being undertaken

## 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](mailto:j.picton@cqu.edu.au)

## Schedule

### Week 1 - 12 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
<b>Welcome &amp; unit expectations</b> In week 1 we will step through the various project options available to students, and gain an understanding of the expectations. All students are expected to attend this session.		Please refer to the Classes block of the unit website for details about this Zoom session

### Week 2 - 19 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

### Week 3 - 26 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session  <b>Project Proposal Due: Week 3 Friday (30 July 2021) 11:45 pm AEST</b>

### Week 4 - 02 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
<b>Discuss individual project proposals &amp; confirm way forward</b> In week 4 the unit coordinator will provide feedback on all DGTL13005 student proposals, and ensure that students have a plan to move forward with their project or placement. All students are expected to attend this session.		Please refer to the Classes block of the unit website for details about this Zoom session

### Week 5 - 09 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

### Vacation Week - 16 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Mid-Term Break		

### Week 6 - 23 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

### Week 7 - 30 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

**Week 8 - 06 Sep 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

**Week 9 - 13 Sep 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

**Week 10 - 20 Sep 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

**Week 11 - 27 Sep 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session

**Week 12 - 04 Oct 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Project work		Please refer to the Classes block of the unit website for details about this Zoom session
		<b>Project outcomes</b> Due: Week 12 Friday (8 Oct 2021) 11:45 pm AEST <b>Supervisor appraisal</b> Due: Week 12 Friday (8 Oct 2021) 11:45 pm AEST

**Review/Exam Week - 11 Oct 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 18 Oct 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Project Proposal

**Assessment Type**

Written Assessment

**Task Description**

Students will have discussed the topic for their project (see Assessment item 2 for details) with the academic supervisor in the first weeks of term, and this assessment aims to provide confirmation and feedback on the approach.

Students must:

1. submit a Project Proposal in Microsoft Word/PowerPoint format that provides an overview of their project (by the end of Week 3), and
2. participate in the mandatory online Zoom session in Week 4 to discuss their project with staff and peers.

**Notes about the project proposal task:**

- The 'academic supervisor' will generally be the unit coordinator. However, in some instances it may be a digital media staff member, or external client depending on the nature of the individual project (or internship)

- The proposal document should be succinct - no more than two pages (1000 words) if written, no more than five slides if PowerPoint. See below for content required within the document.
- Participation in the week 4 Zoom session is **compulsory**. The purpose of this assessment is to get feedback from academic staff as to the scope of your project, and to facilitate conversation about issues and opportunities. It is intended as a formative, open session. If you have a legitimate reason for non-attendance you will need to negotiate an alternative appointment with the unit coordinator. Details about how to connect using Zoom are available via the unit website.
- Although you may have started your project in consultation with the unit coordinator, you will still be required to participate in this session to receive early guidance and feedback about your project.
- Ensure that you familiarise yourself with Assignment 2 at this point, as all activities (except academic research project) have additional tasks in the form of a reflective journal and a 2000 word essay which **must** be considered as part of your planning process.

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## PROPOSAL DOCUMENT REQUIREMENTS

### Project option 1: *Digital media project*

If your project involves the development of a digital media product that demonstrates advanced production skills, the project details such as the product that will be created and the external client who has requested the product, must first be approved by the unit coordinator, or a designated academic supervisor.

#### **A Digital Media Project proposal will include:**

- background information about the project or the inspiration for the product;
- a description of the digital media product that will be created (e.g. video, animation, web site, mobile application, PDF publication);
- details of your proposed work activities;
- the duration of the project and a schedule of activities;
- the resources that are required to complete the project;
- the title of the proposed academic essay topic that will support your project;
- the desired learning outcomes i.e. what you intend to achieve by the end of the project, and
- the name and contact details of your academic supervisor, or external client, who will provide a report on your performance at the end of the term.

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### Project option 2: *Portfolio of digital media works*

If your project involves the development of a portfolio of digital media works to show prospective employers, the project details such as the digital media works that will be created and the manner in which they will be presented, must first be approved by the unit coordinator, or a designated academic supervisor.

#### **A Portfolio of Digital Media Works proposal will include:**

- a description of the career path that you intend to pursue and the kinds of employers who will eventually view your portfolio;
- a description of the digital media works that will be showcased and how they will be presented (e.g. DVD show-reel, online video, website, animation, comic book);
- details of your proposed work activities;
- the duration of the project and a schedule of activities;
- the resources that are required to complete the project;
- the title of the proposed academic essay topic that will support your project;
- the desired learning outcomes i.e. what you intend to achieve by the end of the project, and
- the name and contact details of your academic supervisor, or external mentor, who will provide a report on your performance at the end of the term.

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### Project option 3: *Work Integrated Learning (WIL) placement*

If your project involves a digital media-related Work Integrated Learning (WIL) placement with an external organisation, the project details such as the host organisation and the work activities that will be undertaken, must first be approved by the unit coordinator.

#### **A WIL proposal will include:**

- background information about the workplace, its location, and its operations;
- details of your proposed work activities;
- the duration of the work placement and a schedule of activities;
- the title of the proposed academic essay topic that will support your project;
- the desired learning outcomes i.e. what you intend to achieve by the end of the project;
- a completed copy of the Practicum Insurance Form (available from the unit web site), and
- the name and contact details of your workplace supervisor who will provide a report on your performance at the end of the term.

#### **Notes regarding WIL placements:**

- Students are generally required to have a grade point average (GPA) of 5 or above to be considered for a WIL placement with an external organisation.
- Students are encouraged to find their own work placement, but the unit coordinator might also be able to arrange a placement with an organisation that has requested an intern.
- If you are already employed, you may consider completing a project within your regular work environment in consultation with the unit coordinator. In this situation, the project must be outside the scope of your normal duties, and it must have the support of your workplace supervisor. For example, a student who is a normally employed as part-time marketing officer might arrange to work on web design for 10 hours per week for their project.
- Work placements are not normally paid. Any payment between an employer and student is subject to individual agreement between that employer and student.
- Work placements must be for no less than 120 hours. How you complete the hours for your work placement will depend upon the project, your circumstances, and the preferences of your workplace supervisor. Some students complete block placements by working full-time for a period of three or four weeks. Other students work for two days per week over a period of eight or nine weeks. The start and end dates of your work placement can be negotiated with the unit coordinator.
- Employers often ask students to arrange insurance cover for themselves while they are engaged in work experience or other study-related work activities. The Practicum Insurance Form and the Practicum Insurance Student Information sheet, available from the unit web site, provide details of the insurance cover that CQUniversity has arranged for students who undertake approved unpaid voluntary work experience. The completed form should be given to your workplace supervisor at the beginning of the project, and a copy should be sent to the unit coordinator. If any matter involving insurance arises during your work placement, please provide details to the unit coordinator by email and copy the message to [insurance@cqu.edu.au](mailto:insurance@cqu.edu.au).

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### **Project option 4: *Academic research***

The research project is a 6000-word dissertation (formal academic document) with a digital media focus that has been devised in consultation with your research supervisor. For example, the dissertation might include essential background information, the purpose of the study, the research questions, the significance of the study, a review of relevant literature, the research method, results, discussion and a conclusion. The exact structure of the dissertation will depend on the nature of the research project and the research method that was employed.

#### **An Academic Research proposal will include:**

- background information about the research problem or question that will be investigated;
- the aims of the project and a statement of the research problem or question;
- a broad overview of scholarly literature that is relevant to your project;
- an outline of your research design i.e. how you plan to investigate the research problem or question;
- the duration of the project and a schedule of activities;
- the resources that are required to complete the project, and
- the name and contact details of your research supervisor who will provide a report on your performance at the end of the term.

#### **Assessment Due Date**

Week 3 Friday (30 July 2021) 11:45 pm AEST

#### **Return Date to Students**

Feedback on projects will be provided via a compulsory Zoom video-conference session in Week 4 (as per the schedule in the unit profile / website).

#### **Weighting**

Pass/Fail

## Assessment Criteria

This assessment establishes the course of action for the term. Students will not be able to progress through the unit without first passing this assessment.

- **This is a pass/fail assessment.**
- A pass is based on the unit coordinator's opinion that the project can be successfully achieved, taking into consideration known constraints e.g. time-frame, proposed scope of works etc
- Re-submissions are permitted.
- Students **MUST** attend a compulsory video conference in week 4 to gain feedback about their project proposal (refer to unit profile / website).

## 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, and **MUST** equate to 120 hours (minimum) work:

- 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, as described in the sections that follow. Each project will be unique, but the ultimate requirement will be the same in each case: you need to provide evidence of the work you have done.

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### Outcomes: *Digital media product*

If your project involves the development of a digital media product that demonstrates advanced production skills, you must submit the following outcomes for assessment:

1. the digital media product that was created (e.g. video, animation, web site, mobile application, PDF publication);
2. a reflective journal containing regular entries that document your thoughts and experiences during the project, and
3. a 2000-word essay based on a question that has been devised in consultation with your academic supervisor.

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### Outcomes: *Portfolio of digital media works*

If your project involves the development of a portfolio of digital media works to show prospective employers, you must submit the following outcomes for assessment:

1. the portfolio of digital media works that was created;
2. a reflective journal containing regular entries that document your thoughts and experiences during the project;

and

3. a 2000-word essay based on a question that has been devised in consultation with your academic supervisor.

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### Outcomes: *Work Integrated Learning (WIL) placement*

If your project involves a digital media-related work placement with an external organisation, you must submit the following outcomes for assessment:

1. the portfolio of work that was produced during the placement;
2. a reflective journal containing regular entries that document your thoughts and experiences during the project; and
3. a 2000-word essay based on a question that has been devised in consultation with your academic supervisor.

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### Outcomes: *Academic research*

If your project involves academic research with a digital media focus, you must submit a 6000-word dissertation that presents the outcome of your project in a format that has been devised in consultation with your research supervisor. For example, the dissertation might include:

- essential background information;
- the purpose of the study;
- the research questions;
- the significance of the study;
- a review of relevant literature;
- the research method;
- results;
- discussion, and
- a conclusion.

However, the exact structure of the dissertation will depend on the nature of the research project and the research method that was employed.

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### Reflective journals

Most projects require students to submit a reflective journal containing regular entries that document your thoughts and experiences during the project. If that requirement applies to you, try to critically reflect on your experiences. Comment on your progress, problems you have encountered, and the skills and knowledge you have gained. You should be aiming to improve the quality of your work and your project experience every day. For example, imagine that you encountered a difficulty on the first day of a work placement whereby your supervisor's directions lacked clarity and you felt uncomfortable asking questions. In that case, you should make a note of the incident, how you felt about it, and what you are going to do to improve the situation.

#### **Assessment Due Date**

Week 12 Friday (8 Oct 2021) 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**

The assessment criteria will vary depending on whether students select the media product, work placement, or research topic. Marking matrices are available on the DGTL13005 website.

Generally, assessment criteria relates to:

- adherence to the requirements of the task;
- evidence of work undertaken;
- quality of digital media assets produced;
- quality of writing and referencing;
- evidence of improvement/learning, and
- overall presentation.

## 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 generally be completed by the unit coordinator who will appraise your work using industry, professional or academic standards.

If your project involved the participation of an external client, workplace, research or academic supervisor, the unit coordinator will liaise with that individual to obtain the necessary information to complete the appraisal. Students doing an external work placement must submit the contact details of their immediate workplace supervisor with their proposal (keeping these details up to date is the student's responsibility). The unit coordinator/academic supervisor will contact the workplace or project supervisor after reviewing the student's portfolio submission.

## Assessment Due Date

Week 12 Friday (8 Oct 2021) 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

The supervisor appraisal form is available on the DGTL13005 website.

- Assessment criteria will vary depending on whether the student has chosen a work placement, media product or research project.
- Criteria will include ability, reliability, response to feedback, and presentation.

## 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