



DGTL13008 Visual Storytelling

Term 2 - 2021

Profile information current as at 25/04/2024 04:31 pm

All details in this unit profile for DGTL13008 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 the prerequisite unit 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 3*

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 DGTL12010 Visual Storytelling or 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 - 2021

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

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](#).

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		•	
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%	•	•	•	•						

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

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

All course resources are to be accessed online through the eReading list on Moodle.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Premiere Pro (Adobe Creative Cloud student subscription recommended) or other NLE software (eg. DaVinci Resolve 17)
- Access to a digital camera (a smartphone with video capabilities is sufficient)
- Access to digital audio recording equipment (a smartphone with a microphone and audio recording app is sufficient)

Referencing Style

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

For further information, see the Assessment Tasks.

Teaching Contacts

Andrew Couzens Unit Coordinator

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Schedule

Week 1 - 12 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
What is visual storytelling?	See Unit eReading list	

Week 2 - 19 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
The camera and visual style	See Unit eReading list	

Week 3 - 26 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
Lighting and mood	See Unit eReading list	

Week 4 - 02 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic

Sound design: Beyond dialogue	See Unit eReading list	
Week 5 - 09 Aug 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Art design and mise-en-scene	See Unit eReading list	Technical and Creative Folio Due: Week 5 Friday (13 Aug 2021) 11:45 pm AEST
Vacation Week - 16 Aug 2021		
Module/Topic	Chapter	Events and Submissions/Topic
NO CLASSES	NO CLASSES	
Week 6 - 23 Aug 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Film production: The on-set experience	See Unit eReading list	
Week 7 - 30 Aug 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Spatial composition part 1: The frame	See Unit eReading list	
Week 8 - 06 Sep 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Spatial composition part 2: Blocking and staging	See Unit eReading list	
Week 9 - 13 Sep 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Directing performance	See Unit eReading list	
Week 10 - 20 Sep 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Temporal composition and continuity	See Unit eReading list	Pre-Production Folio Due: Week 10 Monday (20 Sept 2021) 11:45 pm AEST
Week 11 - 27 Sep 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Post-production and visual effects	See Unit eReading list	
Week 12 - 04 Oct 2021		
Module/Topic	Chapter	Events and Submissions/Topic
Finding your audience	See Unit eReading list	Final Film Due: Week 12 Friday (8 Oct 2021) 11:45 pm AEST
Review/Exam Week - 11 Oct 2021		
Module/Topic	Chapter	Events and Submissions/Topic
NO CLASSES	NO CLASSES	
Exam Week - 18 Oct 2021		
Module/Topic	Chapter	Events and Submissions/Topic
NO CLASSES	NO CLASSES	

Assessment Tasks

1 Technical and Creative Folio

Assessment Type

Practical Assessment

Task Description

The Technical and Creative Folio consists of a series of four small tasks completed on a weekly basis. These tasks will directly correspond to the theoretical and practical content covered each week, testing students on their technical and creative skills relating to camera operation, lighting, sound recording, and production design. Each task must be accompanied by a short (100-200 words) reflective paragraph interrogating the intention and outcome of the task in relation to key concepts discussed in the lecture. Harvard author-date referencing must be used for these reflective paragraphs, with a single reference list for the entire submission. Access to specialist equipment is not required for any folio tasks; all tasks can be completed using a basic camera and audio recorder, such as a smartphone.

Full briefs for each week will be supplied on the Unit Moodle site in the associated week.

Assessment Due Date

Week 5 Friday (13 Aug 2021) 11:45 pm AEST

Return Date to Students

Week 6 Friday (27 Aug 2021)

2 weeks following submission

Weighting

30%

Assessment Criteria

1. Adherence to the creative brief (30%)
2. Demonstration of proficiency in relevant technical AV skills (30%)
3. Application of course material and readings to process, as evidenced by written reflection (30%)
4. Application of academic conventions in written reflection (10%)

Referencing Style

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

Submission

Online

Submission Instructions

Please see the Unit Moodle site for submission instructions

Learning Outcomes Assessed

- Create a narrative short film 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 and cinematography
- 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 Pre-Production Folio

Assessment Type

Practical Assessment

Task Description

In preparation for production of Assessment 3: Final Film, students will complete a series of pre-production tasks. These tasks will be completed weekly, with significant work done on them in tutorials. They will reflect the theoretical and practical content covered each week, including story ideation, shot lists, blocking mud maps, and script breakdown. The activities will be submitted together as a pre-production folio before production of the Final Film commences. Students may make changes to all activities until the final submission of the full folio document, as feedback and later course content may provoke ideas that require changes to earlier tasks. The Pre-Production folio will include working documents such as planning notes and early drafts of each task to demonstrate how course concepts were applied to each iteration, but the final version of each task must be easily identifiable within the folio. Additionally, a completed Risk Assessment form will be completed and submitted as part of the Pre-Production Folio.

Full briefs for each task will be supplied on the Unit Moodle site in the associated week.

Assessment Due Date

Week 10 Monday (20 Sept 2021) 11:45 pm AEST

Return Date to Students

Week 12 Monday (4 Oct 2021)

Two weeks following submission

Weighting

30%

Assessment Criteria

1. Application of visual storytelling techniques to plan creation of meaning (35%)
2. Use of available resources to generate an ambitious but achievable production plan (35%)
3. Coherence and completeness of supplied pre-production documents (30%)

Referencing Style

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

Submission

Online

Submission Instructions

Please see the Unit Moodle site for submission instructions

Learning Outcomes Assessed

- Create a narrative short film 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 and cinematography
- 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 Final Film

Assessment Type

Practical Assessment

Task Description

Students will produce a 3 minute (± 30 seconds) narrative film using materials produced for Assessment 2: Pre-Production Folio and applying visual storytelling techniques and technical skills developed throughout the course. The film's runtime includes titles and credits. Students will adapt their narrative ideas to suit resource limitations – access to specialist equipment is not required.

A reflective essay of 1000 words ($\pm 10\%$) will accompany the submission. This essay must reflect on how course concepts and materials have influenced the final film in terms of its style, tone, and communication of narrative information. It must refer to at least two film screenings from the course and include a minimum of two scholarly references, which may come from the course reading list or individual research. As well as reflecting on the decisions made, the essay should also reflect on how the student responded to feedback received during tutorials and suggest a suitable release strategy for the film.

Further details will be made available on the Unit Moodle site.

Assessment Due Date

Week 12 Friday (8 Oct 2021) 11:45 pm AEST

Return Date to Students

Exam Week Friday (22 Oct 2021)

Two weeks following submission

Weighting

40%

Assessment Criteria

1. Application of cinematographic techniques to communicate narrative, ideology, and emotion (25%)
2. Application of directing techniques to communicate narrative, ideology, and emotion (25%)
3. Critique of how the final film creates meaning through reflection on course concepts and readings (40%)

4. Application of academic conventions in written reflection (10%)

Referencing Style

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

Submission

Online

Submission Instructions

Please see the Unit Moodle site for submission instructions

Learning Outcomes Assessed

- Create a narrative short film 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 and cinematography
- 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