



DGTL13008 *Visual Storytelling*

Term 2 - 2023

Profile information current as at 20/04/2024 05:52 am

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 - 2023

- 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](#).

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 Formal student unit evaluation

Feedback

The required student feedback sessions were inconsistent in quality.

Recommendation

Peer feedback should be given a more formal structure, with the quality of feedback given comprising a component of the grade given.

Feedback from Formal student unit evaluation

Feedback

There was too much learning content.

Recommendation

Learning content and activities will be evaluated and revised if required to meet the 12.5 hours per week workload as defined in university policy. In 2023 students completing Visual Storytelling will have also completed the recently updated version of the prerequisite unit Digital Video and Audio, meaning that some of the technical content will be removed from Visual Storytelling as it will now be redundant. Further, it is possible that some students were overwhelmed by the way that readings and screenings were presented, as they were given several options but did not have to engage with everything. Perhaps this system could be revised into a more clear approach that still gives students the opportunity to engage with the content that most interests them, but refines how content is presented to them.

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

 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	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%	•	•	•	•			•			
3 - Practical Assessment - 40%	•	•	•	•			•			

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)
- 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)
- Adobe Premiere Pro (Adobe Creative Cloud student subscription recommended) or other NLE software (eg. DaVinci Resolve)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Andrew Couzens Unit Coordinator

a.couzens@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Inspiration		Completion of week 1 development activities as described in lecture materials.

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Meaning		Completion of week 2 development activities as described in lecture materials.

Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Audience		Completion of week 3 development activities as described in lecture materials. Mandatory in-class pitch of your short film idea. An additional pitching session will be scheduled for students unable to attend the timetabled tutorial. Development Workbook Due: Week 3 Friday (28 July 2023) 11:59 pm AEST

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Aesthetics		Completion of week 4 preproduction activities as described in lecture materials. Mandatory share your moodboard to the Moodle forum and give feedback on two other students' moodboards.

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Space		Completion of week 5 preproduction activities as described in lecture materials. Mandatory share your storyboard to the Moodle forum and give feedback on two other students' storyboards.

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Place		Completion of week 6 preproduction activities as described in lecture materials. Mandatory submission of draft risk assessment for your short film production to your tutor for feedback.

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Character		Completion of week 7 preproduction activities as described in lecture materials.

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Time		Completion of week 8 preproduction activities as described in lecture materials. Prepare shooting schedule for feedback during in-class discussion. Preproduction Folio Due: Week 8 Friday (8 Sept 2023) 11:59 pm AEST

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Authorship		Completion of week 9 production activities as described in lecture materials. Shooting of films anticipated to occur this week.

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Convention		Completion of week 10 production activities as described in lecture materials. Editing anticipated to commence this week.

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Medium		Completion of week 11 postproduction activities as described in lecture materials. Mandatory in-class screening of your rough/fine cut in either week 11 or 12. An additional screening session will be scheduled for students unable to attend the timetabled tutorial.

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Truth

Completion of week 12 postproduction activities as described in lecture materials.

Mandatory in-class screening of your rough/fine cut in either week 11 or 12. An additional screening session will be scheduled for students unable to attend the timetabled tutorial.

Final Film Due: Week 12 Friday (6 Oct 2023) 11:45 pm AEST

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 16 Oct 2023

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

A redesigned version of the prerequisite to this unit, MMST11009 Digital Video and Audio, was first delivered in Term 1, 2022. This unit uses that version of the prerequisite as the basis for its expectations of students' technical proficiency in video production. Students who completed an older version of that unit or who are not confident in their technical production skills should contact the unit coordinator before term commences for additional support and resources related to using cameras, recording audio, and video editing software.

Assessment Tasks

1 Development Workbook

Assessment Type

Practical Assessment

Task Description

The Development Workbook consists of a series of activities relating to the theoretical and practical content covered in the first three weeks. These activities consist of a combination of analytical, critical, and creative tasks. All activities contribute to the planning and development of a short film idea to be produced in Assessment 2: Preproduction Folio and Assessment 3: Final Film.

Specific tasks are described as part of the unit lecture materials. A template for responses is also provided.

Assessment Due Date

Week 3 Friday (28 July 2023) 11:59 pm AEST

This assessment item includes mandatory formative activities that must be completed by an earlier deadline. See full assessment brief for details.

Return Date to Students

2 weeks following submission

Weighting

30%

Assessment Criteria

1. Application of unit content to analysis of visual storytelling (30%)
2. Engagement with scholarly and theoretical concepts (30%)
3. Creative development of short film idea (30%)
4. Adherence to formal academic conventions throughout workbook (10%)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

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 Preproduction Folio

Assessment Type

Practical Assessment

Task Description

In preparation for production of Assessment 3: Final Film, students will complete a series of preproduction tasks. These tasks will be completed weekly through a guided process. They will reflect the theoretical and practical content covered each week, including scripting, ideation, and logistics. Students are also required to participate in a structured peer review process to get feedback on their work while also giving feedback to others.

Specific tasks are described as part of the unit lecture materials. A template for responses is also provided.

Assessment Due Date

Week 8 Friday (8 Sept 2023) 11:59 pm AEST

This assessment item includes mandatory formative activities that must be completed by an earlier deadline. See full assessment brief for details.

Return Date to Students

Two weeks following submission

Weighting

30%

Assessment Criteria

1. Application of visual storytelling techniques and theory to plan creation of meaning (30%)
2. Strategic deployment of available resources to generate an ambitious but achievable production plan (30%)
3. Coherence and completeness of preproduction activities (30%)
4. Engagement with peer review activities (10%)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

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 3-6 minute (including titles and credits) narrative film based on development work done in Assessment 1: Development Workbook and Assessment 2: Preproduction Folio, applying visual storytelling techniques and technical skills developed throughout the unit. Students will adapt their narrative ideas to suit resource limitations – access to specialist equipment is not required. A different runtime may be negotiated with the Unit Coordinator where it is necessary to meet requirements for an intended release strategy (e.g. entry into a specified film festival).

Students may collaborate with others for the production of the film, but must be solely responsible for the film's creative vision, evidenced through formative activities throughout the unit.

Students will also complete a series of structured reflective and peer review activities alongside their production.

Specific tasks are described as part of the unit lecture materials. A template for responses is also provided.

Assessment Due Date

Week 12 Friday (6 Oct 2023) 11:45 pm AEST

This assessment item includes mandatory formative activities that must be completed by an earlier deadline. See full assessment brief for details.

Return Date to Students

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. Design and execution of an appropriate release strategy (20%)
4. Critical reflection on creative process and outcomes, including responses to feedback (20%)
5. Engagement with peer review activities (10%)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

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