



# MMST11009 *Digital Video and Audio*

## Term 1 - 2017

Profile information current as at 30/04/2024 11:34 am

All details in this unit profile for MMST11009 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

In this unit, students will be introduced to fundamental digital video and audio skills and knowledge. By engaging with activities that integrate practical skills and conceptual understanding, students will be able to produce digital audio and video content for a range of contexts appropriate to the digital content industries.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

There are no requisites for 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 1 - 2017

- Brisbane
- Bundaberg
- Distance
- Mackay
- Noosa
- Rockhampton
- Sydney

#### 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 and Written Assessment**

Weighting: 10%

#### 2. **Practical and Written Assessment**

Weighting: 30%

#### 3. **Practical and Written Assessment**

Weighting: 60%

### 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 Summaries of course evaluations

##### Feedback

The CQU lab computers had Adobe CC 2014 installed and this software is incompatible with the current version of Adobe CC 2015 which is what the students use. This caused frustration and loss of time for the students.

##### Recommendation

Tasac to update software in labs each term and when this is not possible identify workarounds for students.

##### Action

Despite hardware issues in Rockhampton version control of Adobe software was no longer an issue for students using the campus computer labs/classrooms.

#### Feedback from Summaries of course evaluations

##### Feedback

Wording of assessments was not specific enough. Assessments require more specific, accessible language and explicit assessment task instructions.

##### Recommendation

This was the first offering of the re-written course and in the next offering these issues will be addressed.

##### Action

The assessments were simplified, the briefs were re-written using more accessible language, and infographics and video tutorials were created to demonstrate the processes required for submission.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. demonstrate competency in fundamental digital video and audio editing and production skills
2. demonstrate an understanding of fundamental video and audio design principles
3. apply knowledge and understanding about audio and video and their application in contemporary digital content industries.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Practical and Written Assessment - 10%	•	•	•
2 - Practical and Written Assessment - 30%	•	•	•
3 - Practical and Written Assessment - 60%	•	•	•

## 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 and Written Assessment - 10%	•	•	•	•		•	•	•		
2 - Practical and Written Assessment - 30%	•	•	•	•		•	•	•		
3 - Practical and Written Assessment - 60%	•	•	•	•		•	•	•		

## Textbooks and Resources

### Textbooks

MMST11009

#### Prescribed

#### **Video production 101: Delivering the Message**

Edition: 1 (2014)

Authors: Manriquez, Antonio; McCluskey, Tom

Pearson Higher Ed

USA

ISBN: 9780321990198

Binding: Paperback

#### **Additional Textbook Information**

#### **Additional resources:**

Voice & Vision: A Creative Approach to Narrative Film and DV Production

Mick Hurbis-Cherrier

978-0-240-81158-1

2012, Focal Press, USA

The Shut Up And Shoot Freelance Video Guide

OR

The Shut Up and Shoot Documentary Guide

Artis, Anthony Q,

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### **You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- 7-zip
- Adobe Audition CC
- Adobe Creative Cloud subscription (student price) is recommended, since it includes both Adobe Premiere Pro CC, Adobe Audition CC, InDesign CC, Photoshop CC, Acrobat Pro CC and much more.
- Adobe Premiere CC
- Audacity, a free open source, cross-platform audio software for multi-track recording and editing available from <http://www.audacityteam.org/>
- Audio recording equipment. This is available for loan on some campuses. Please consult the unit web site or teaching staff for details.
- Celtx, free scriptwriting software available from <http://celtx.com/>
- HandBrake, a free open source video transcoder available from <http://handbrake.fr/>
- Microsoft Office
- Videolan VLC, a free open source media player available from <http://www.videolan.org/vlc/>
- Video recording equipment. This is available for loan on some campuses. Please consult the unit web site or teaching staff for details.

## Referencing Style

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

For further information, see the Assessment Tasks.

## Teaching Contacts

**Merri Randell** Unit Coordinator

[m.randell@cqu.edu.au](mailto:m.randell@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the Unit / Assessment #1 briefing		

### Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Editing: The Montage		Catch-Up sessions for Distance students

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: The Re-Cut Screening		Assessment #1: Peer Reviews <b>The Re-Cut Due:</b> Week 3 Friday (24 Mar 2017) 9:00 pm AEST

### Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Digital Video Production / Assessment #2 briefing		

### Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Digital Audio Production / Assessment #2 checklist		Assessment #1: marks released Friday Catch-Up sessions for Distance students

### Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
No classes this week.		

### Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2: Proof of Concept Video Pitch Screening		Public Holiday Monday / Make-up class Assessment #2: Peer Reviews Catch-Up sessions for Distance students <b>Proof of Concept Video Pitch Due:</b> Week 6 Friday (21 Apr 2017) 9:00 pm AEST

### Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3 briefing		Public Holiday Tuesday / Make-up class

### Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #1		Public Holiday Monday / Make-up class Assessment #2: marks released Friday

### Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #2		

### Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Final Movie Milestone meeting		Online and email Milestone meetings for Distance students
<b>Week 11 - 22 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Art of the Title: Genre and Type		Catch-Up sessions for Distance students
<b>Week 12 - 29 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3: Final Movie Screening		Assessment #3: Peer Reviews Catch-Up sessions for Distance students
		<b>Final Movie</b> Due: Week 12 Friday (2 June 2017) 9:00 pm AEST
<b>Review/Exam Week - 05 Jun 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 12 Jun 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
		Assessment #3: marks released Friday

## Assessment Tasks

### 1 The Re-Cut

#### Assessment Type

Practical and Written Assessment

#### Task Description

This assessment is a basic video-editing exercise. You are required to choose a video from the list provided on the Unit Moodle site and create a meaningful audio-visual sequence with an appropriate order and selection of shots. You will edit your selected video to a specific length (50 seconds) using video-editing software, export it as a new video file and upload it to Vimeo for Peer Review. As part of this assessment you are also required to conduct an online Peer Review of 3 other student Re-Cut submissions.

#### Assessment Due Date

Week 3 Friday (24 Mar 2017) 9:00 pm AEST

Re-Cut video to be uploaded to Vimeo for Peer Review prior to deadline

#### Return Date to Students

Week 5 Friday (7 Apr 2017)

#### Weighting

10%

#### Assessment Criteria

The Re-Cut (60%): Quality of meaningful sequencing - appropriate selection and order of shots and effective use of existing audio

Technical Skills (30%): Demonstration of ability proportional to task completion of Re-Cut - Standard of AV editing, use of software and adherence to technical specifications

Peer Reviews (10%): Adherence to the required discussion topics. Quality and completeness of task. (ie. 3 online Peer Reviews / 50 words each)

#### Referencing Style

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

#### Submission

Online

### **Submission Instructions**

Do not submit videos directly to Moodle. Upload all videos to Vimeo and submit these URLs to Moodle.

### **Learning Outcomes Assessed**

- demonstrate competency in fundamental digital video and audio editing and production skills
- demonstrate an understanding of fundamental video and audio design principles
- apply knowledge and understanding about audio and video and their application in contemporary digital content industries.

### **Graduate Attributes**

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

## **2 Proof of Concept Video Pitch**

### **Assessment Type**

Practical and Written Assessment

### **Task Description**

Assessment #2 and #3 of this unit involves the pre-production, production and post-production of a 60 second narrative fiction genre movie. For this assessment you are required to present your concept and plan for your final 60 second movie submission and technical audio exercises in video format. Your Proof of Concept Video Pitch will include industry standard synopses, a visual explanation of your movie using a minimum of 3 video references, production design ideas, storyboard, a production breakdown, timeline and specified technical exercises. Please read the full briefs for Assessment #2 and #3 before beginning this task. As part of this assessment you are also required to conduct an online Peer Review of 3 other student Proof of Concept Video Pitch submissions. Please note: you or your crew must produce all audio and visual content used in your final Assessment #3 movie. If you don't follow this mandatory requirement you will likely receive a fail grade for the final assessment.

### **Assessment Due Date**

Week 6 Friday (21 Apr 2017) 9:00 pm AEST

Proof of Concept Video Pitch to be uploaded to Vimeo for Peer Review prior to deadline

### **Return Date to Students**

Week 8 Friday (5 May 2017)

### **Weighting**

30%

### **Assessment Criteria**

Proof of Concept Video Pitch (60%): Clarity of concept, Quality of research and analysis (min of 3 video refs), Scope and scale, and logical structure

Technical Skills (30%): Demonstration of ability proportional to task completion of Proof of Concept Video Pitch - AV editing, inclusion of video refs, technical exercises, images (storyboards, breakdown sheets etc), text and adherence to technical specifications.

Peer Reviews (10%): Adherence to the required discussion topics. Quality and completeness of task. (ie. 3 online Peer Reviews / 50 words each)

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Do not submit videos directly to Moodle. Upload all videos to Vimeo and submit these URLs to Moodle.

### **Learning Outcomes Assessed**

- demonstrate competency in fundamental digital video and audio editing and production skills
- demonstrate an understanding of fundamental video and audio design principles
- apply knowledge and understanding about audio and video and their application in contemporary digital content industries.



## Graduate Attributes

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

## 3 Final Movie

### Assessment Type

Practical and Written Assessment

### Task Description

This assessment is the culmination of everything you have learned in this unit. You are required to produce and submit a 60 second narrative fiction genre movie for a specified audience, participate in a milestone meeting with your tutor in week 10 and conduct an online Peer Review of 3 other student Final Movie submissions. Your 60 second movie will demonstrate your ability to communicate a message, apply genre conventions, engage your audience and display your technical video and audio production skills. Please read the full brief for this assessment and refer to the Unit materials for a breakdown of requirements. Please note: you or your crew must produce all audio and visual content used in your final Assessment #3 movie. If you don't follow this mandatory requirement you will likely receive a fail grade for the final assessment.

### Assessment Due Date

Week 12 Friday (2 June 2017) 9:00 pm AEST

Final Movie to be uploaded to Vimeo for Peer Review prior to deadline

### Return Date to Students

Exam Week Friday (16 June 2017)

### Weighting

60%

### Assessment Criteria

Final Movie (50%): Clarity of message, Implementation of genre conventions, Quality of iteration and integration of feedback from tutor meeting and overall visual style of your movie.

Technical A/V skills (40%): Demonstration of ability proportional to task completion of your Final Movie: Production (composition, lighting, cinematography, production design, audio capture) and Post-production (video editing, sound design and text, adherence to technical specifications.)

Peer Review (10%): Adherence to the required discussion topics. Quality and completeness of task.

### Referencing Style

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

### Submission

Online

### Submission Instructions

Do not submit videos directly to Moodle. Upload all videos to Vimeo and submit these URLs to Moodle.

### Learning Outcomes Assessed

- demonstrate competency in fundamental digital video and audio editing and production skills
- demonstrate an understanding of fundamental video and audio design principles
- apply knowledge and understanding about audio and video and their application in contemporary digital content industries.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- 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