MMST11009 *Digital Video and Audio*
Term 1 - 2018

Profile information current as at 06/05/2024 03:52 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 - 2018

- 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 Student feedback and staff observations

Feedback

The video and audio production equipment that is available for class demonstrations and student loans is inadequate on most campuses.

Recommendation

Campuses where equipment resources are lacking need to be reviewed and upgraded so a consistent approach can be delivered across all campuses.

Feedback from Student feedback and staff observations

Feedback

On-campus students cannot access appropriate equipment to complete their assessments.

Recommendation

A uniform method of equipment loans and asset management needs to be implemented across all campuses.

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

— 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 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

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: 1st edn (2014)
Authors: Manriquez, Antonio; McCluskey, Tom
Pearson Higher Ed
USA
ISBN: 9780133819915
Binding: eBook

Additional Textbook Information
The prescribed text for this course has limited paper copies left at the CQUni Bookshop, Once these are sold, students will have to access the ebook at Pearson's website direct: http://www.pearson.com.au/9780133819915 **Additional resources:**
Title: **Framed Ink: Drawing and Composition for Visual Storytellers**

Author: Marcos Mateu-Mestre
ISBN: 9781933492957
Year: 2010
Publisher: Design Studio Press, California
Available from CQUni library: **Yes**
Title: **Cutting Rhythms Shaping the Film Edit**
Author: Karen Pearlman
ISBN: 9780080927763
Year: 2009
Publisher: Elsevier, Burlington
Available from CQUni library: **Yes**
Title: **Voice & Vision: A Creative Approach to Narrative Film and DV Production**
Author: Mick Hurbis-Cherrier
ISBN: 978-0-240-81158-1
Year: 2012
Publisher: Focal Press, USA
Available from CQUni library: **Yes**
Title: **Living With A Creative Mind**
Author: Jeff Crabtree and Julie Crabtree
ISBN: 9780987104601
Year: 2011
Publisher: Zebra Collective, Australia
Available from CQUni library: **Yes**
Title: **The Shut Up And Shoot Freelance Video Guide**
Author: Anthony Artis

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

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the Unit / Assessment #1 briefing	Video production 101: Delivering the Message: Chapter 1	Distance students: watch weekly video lectures prior to Catch-Up sessions to ensure you get all your questions answered

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Editing: The Basics	Video production 101: Delivering the Message: Chapter 1-2	Catch-Up sessions for Distance students

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Draft Re-Cut Feedforward Sessions	Video production 101: Delivering the Message: Chapter 1 - 3	Assessment #1: 1. Monday upload Draft Re-Cut Video to Vimeo 2. Complete 3 x Peer Reviews on Vimeo before Friday 3. Submit Final Re-Cut Video and your 3 x Peer Reviews to Moodle by Friday Catch-Up sessions for Distance students **The Re-Cut** Due: Week 3 Friday (23 Mar 2018) 9:00 pm AEST

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Digital Video Production / Assessment #2 briefing	Video production 101: Delivering the Message: Chapter 1-4	Public Holiday Friday / Make-up class Census Deadline: Tuesday 27/3/18

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Digital Audio Production / Assessment #2 checklist	Video production 101: Delivering the Message: Chapter 1-4	Public Holiday Monday / Make-up class Catch-Up sessions for Distance students

Vacation Week - No classes this week - 09 Apr 2018

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

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2: Draft Proof of Concept Video Pitch Feedforward Sessions	Video production 101: Delivering the Message: Chapter 1-6	Assessment #2: 1. Monday upload Draft Proof of Concept Video Pitch to Vimeo 2. Complete 3 x Peer Reviews on Vimeo before Friday 3. Submit Final Proof of Concept Video Pitch and your 3 x Peer Reviews to Moodle by Friday Catch-Up sessions for Distance students **Proof of Concept Video Pitch** Due: Week 6 Friday (20 Apr 2018) 9:00 pm AEST

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3 briefing	Video production 101: Delivering the Message: Chapter 1-5	Public Holiday Wednesday / Make-up class

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #1	Video production 101: Delivering the Message: Chapter 1-6	

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #2	Video production 101: Delivering the Message: Chapter 1-6	Public Holiday Monday / Make-up class

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Final Movie Milestone meeting	Video production 101: Delivering the Message: Chapter 1-6	Distance students: Catch-Up and email Milestone meetings On-campus students: Milestone meetings during class

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Art of the Title: Genre and Type	Video production 101: Delivering the Message: Chapter 1-6	Catch-Up sessions for Distance students

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3: Draft Final Movie Feedforward Sessions	Video production 101: Delivering the Message: Chapter 1-6	Assessment #3: 1. Monday upload Draft Final Movie to Vimeo 2. Complete 3 x Peer Reviews on Vimeo before Friday 3. Submit Final Final Movie and your 3 x Peer Reviews to Moodle by Friday Catch-Up sessions for Distance students **Final Movie** Due: Week 12 Friday (1 June 2018) 9:00 pm AEST

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

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 (minimum requirement: LS/MS/CU/Specialty Shot) to produce a climax and satisfying resolution. Use video-editing software to Re-

Cut shots from your selected video to create a new meaningful 50 second sequence, export it as a H.264 MP4 video file and upload your video to Vimeo for Peer Review. As part of this assessment you are required to conduct an online Peer Review of 3 other student draft Re-Cut submissions.

Assessment Due Date
Week 3 Friday (23 Mar 2018) 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 (6 Apr 2018)
See Moodle for Feedback.

Weighting
10%

Assessment Criteria
The Re-Cut (60%): Quality of meaningful sequencing (must include climax and resolution) - appropriate selection and order of shots (minimum requirement: LS/MS/CU/Specialty Shot) 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 / approx. 50 words each)

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Follow the submission instructions oultined in the FULL Assessment brief. Upload all videos to Vimeo and submit these URLs to Moodle. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

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 involve the pre-production, production and post-production of a 60 second narrative fiction genre movie. For Assessment #2 you are required to create a Proof of Concept Video Pitch which explains the concept and plan for your Final 60 second movie (Assessment #3) and proves that you can technically complete the production of your movie. Your Proof of Concept Video Pitch will include industry standard synopses and a visual explanation of your movie using a minimum of 3 video references to explain your visual style, shot selection, genre and production design ideas. In this video you must also include an audio-visual explanation of your storyboard, production breakdown and timeline, as well as the 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 (20 Apr 2018) 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 (4 May 2018)
See Moodle for Feedback.

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 / approx. 50 words each)

Referencing Style

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

Submission
Online

Submission Instructions
Follow the submission instructions oultined in the FULL Assessment brief. Upload all videos to Vimeo and submit these URLs to Moodle. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

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 lecturer in week 10 and conduct an online Peer Review of 3 other student draft Final Movie submissions. Your 60 second movie will demonstrate your ability to communicate a clear message to a target market using visual language, create an effective climax, produce a satisfying resolution, apply genre conventions 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 (1 June 2018) 9:00 pm AEST
Mandatory Milestone meeting required in week 10. Final Movie to be uploaded to Vimeo for Peer Review prior to deadline

Return Date to Students
Exam Week Friday (15 June 2018)

See Moodle for Feedback.

Weighting
60%

Assessment Criteria
Final Movie (50%): Clarity of message, Effectiveness of climax and resolution, Implementation of genre conventions, Quality of iteration and integration of feedback from Milestone 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 (minimum of 2 required: direction, production design, cinematography, composition, lighting, audio capture) and Post-production (all required: video editing, sound design, title design, adherence to technical specifications.)
Peer Review (10%): Adherence to the required discussion topics. Quality and completeness of task (ie. 3 online Peer Reviews / approx. 50 words each)

Referencing Style

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

Submission
Online

Submission Instructions
Follow the submission instructions oultined in the FULL Assessment brief. Upload all videos to Vimeo and submit these URLs to Moodle. Maximum Moodle file size is 100mg. Use HandBrake to reduce your file size.

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