MMST11009 *Digital Video and Audio*
Term 1 - 2020

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.

Corrections

Unit Profile Correction added on 28-04-20

CQUniversity's response to covid-19 caused all assessment deadlines for MMST11009 to be delayed by a week. Therefore changing the assessment dates for Assessment#2 and #3 for Term 1 2020 will increase clarity around these changes for students.

- NEW Assessment#2 deadline: 9PM Friday 1 May (original due date: 24 April 2020)
- NEW Assessment#3 deadline: 9PM Friday 12 June (original due date: 5 June 2020)

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 - 2020

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Noosa
- Online
- 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 evaluation feedback

Feedback

Students have requested a greater focus on video editing software and post-production techniques. (Student comment, 2019 Term 1)

Recommendation

In 2020 a separate screen production minor will be introduced which includes a new level 2 BDM unit specifically focusing on video editing to satisfy requests for more in-depth learning experiences in software and post-production techniques.

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**
1 - Communication	•	•	•
2 - Problem Solving	•	•	•
3 - Critical Thinking	•	•	•

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
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: 9780133819922
Binding: eBook
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Supplementary

Cutting Rhythms Shaping the Film Edit
(2009)
Authors: Pearlman, K
Elsevier, Burlington
ISBN: 9780080927763
Binding: Paperback
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Supplementary

Framed Ink: Drawing and Composition for Visual Storytellers
(2010)
Authors: Marcos Mateu-Mestre
Design Studio Press, California
CA , USA
Binding: Paperback
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Supplementary

Living With A Creative Mind
(2011)
Authors: Jeff Crabtree and Julie Crabtree
Zebra Collective,
ISBN: 9780987104601
Binding: Paperback
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Supplementary

The Shut Up And Shoot Freelance Video Guide
(2014)
Authors: Anthony Artis
Focal Press
ISBN: 9780240824154
Binding: Paperback
MMST11009

Supplementary

Voice & Vision: A Creative Approach to Narrative Film and DV Production
(2012)
Authors: Mick Hurbis-Cherrier
Focal Press
ISBN: 978-0-240-81158-1
Binding: Paperback

Additional Textbook Information
The prescribed textbook for this unit (ie. Video production 101: Delivering the Message) is accessed online for free
through the CQUni library: https://www.safaribooksonline.com/library/view/video-production-101/9780133819922/
The supplementary texts can also be accessed at the Libraray. However, if you prefer to purchase your own copy, you
can see the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code).

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 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
- HandBrake, a free open source video transcoder available from http://handbrake.fr/
- Videolan VLC, a free open source media player available from http://www.videolan.org/vlc/
- AVID Media Composer First (Freely available from https://www.avid.com/media-composer-first)
- DaVinci Resolve 16 (Freely available from https://www.blackmagicdesign.com/products/davinciresolve/)
- Audacity (Freely available from http://audacityteam.org)
- Video and audio recording equipment. This is available for loan on some campuses. Please consult the unit
  Moodle site or teaching staff for details.
- Celtx (pre-production, production and post-production management software. Free trial available from
  http://celtx.com/ or connect to full version using AnyDesk)
- Microsoft Office (connect using AnyDesk)

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
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Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the Unit / Assessment #1 Briefing	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium	Online students: Watch weekly video lectures and attend all zoom sessions to clarify any queries and receive timely feedforward. Online students: week 1- Zoom session

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Editing: The Basics	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration	

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Draft Re-Cut Feedforward Session/s	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice	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 Online students: week 3 - Feedforward Zoom session **Assessment#1: The Re-Cut** Due: Week 3 Friday (27 Mar 2020) 9:00 pm AEST

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2 Briefing / Digital Video Production	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	Census Deadline: Tuesday 31/3/20

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Digital Audio Production / Assessment #2 Checklist	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	Online students: week 5 - Feedforward Zoom session Public Holiday Friday / Make-up class

Vacation Week - No classes this week - 13 Apr 2020

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

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2: Draft Proof of Concept Video Pitch Feedforward Session/s	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	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 Online students: week 6 - Feedforward Zoom session **Assessment#2: Proof of Concept Video Pitch** Due: Week 6 Friday (24 Apr 2020) 9:00 pm AEST

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3 Briefing	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #1	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	Online students: week 8 - Feedforward Zoom session Public Holiday Monday / Make-up class

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Visual Storytelling #2	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic

| Final Movie Milestone Meeting | Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution | Online students: week 10 - Feedforward Zoom session and email Milestone meetings On-campus students: Milestone meetings during class NB: Milestone meetings are mandatory |

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Art of the Title: Genre and Type	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	Online students: week 11 - Feedforward Zoom session

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3: Draft Final Movie Feedforward Session/s	Video Production 101: Delivering the Message *and* Video Production: Learn by Video • Chapter 1: Message and Medium • Chapter 2. Investigation and Exploration • Chapter 3. Vision and Voice • Chapter 4. Design and Execution	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 Online students: week 12 - Feedforward Zoom session **Assessment#3: Final Movie** Due: Week 12 Friday (5 June 2020) 9:00 pm AEST

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Assessment#1: The Re-Cut

Assessment Type
Practical and Written Assessment

Task Description
This assessment is a basic video-editing (post-production) exercise. You are required to choose a video from the list provided on the Unit Moodle site and use it to create a meaningful audio-visual sequence with an appropriate order and selection of shots (minimum requirement: LS/MS/CU/Specialty Shot) to tell a visual story using Aristotle's three-act structure and 'cause and effect' for plotting. The meaning of your visual story will be different to the source story, must express a genre from the list provided and cannot use text of any kind to tell the story. As part of this assessment you are also required to conduct an online Peer Review of 3 other student draft Re-Cut submissions. Please read the FULL brief for Assessment#1 and refer to the Unit materials on the Unit Moodle site. For a FULL breakdown of requirements attend all classes (on-campus students) and zoom sessions (online students).

Assessment Due Date
Week 3 Friday (27 Mar 2020) 9:00 pm AEST
Draft Re-Cut video to be uploaded to Vimeo for Peer Review prior to deadline.

Return Date to Students
Week 5 Friday (10 Apr 2020)
See Moodle for marking criteria comments about your submission.

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.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. 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 Assessment#2: Proof of Concept Video Pitch

Assessment Type
Practical and Written Assessment

Task Description
All video production involves 3 specific stages of pre-production, production and post-production. Assessment #2 and #3 for this unit follow the same industry standard workflow and involve the pre-production, production and post-production of a 60 second live-action narrative fiction genre movie which uses Aristotle's three-act structure, 'cause and effect' for plotting and responds to the theme of 'Change.' Assessment #2 is the pre-production part of this process and 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 demonstrates technical competency for the production of your movie. 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. Please read the FULL briefs for Assessment#2 and #3 and refer to the Unit materials on the Unit Moodle site. For a FULL breakdown of requirements attend all classes (on-campus students) and zoom sessions (online students).

Assessment Due Date
Week 6 Friday (24 Apr 2020) 9:00 pm AEST
Draft Proof of Concept Video Pitch to be uploaded to Vimeo for Peer Review prior to deadline.

Return Date to Students
Week 8 Friday (8 May 2020)
Do not wait for written comments. Begin production of your movie based on feedforward from your lecturer during week 6.

Weighting
30%

Assessment Criteria
Proof of Concept Video Pitch (60%): Clarity of concept, Quality of research and analysis, 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 references, technical exercises, images, text and adherence to technical specifications.
Peer Reviews (10%): Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

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

Submission
Online

Submission Instructions
Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. 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 Assessment#3: Final Movie

Assessment Type
Practical and Written Assessment

Task Description
Assessment#3 draws on the Assessment#2 pre-production and is the culmination of everything you have learned in this unit. You are required to produce and submit a 60 second live-action narrative fiction genre movie which uses Aristotle's three-act structure, 'cause and effect' for plotting, responds to the theme of 'Change,' participate in a Milestone meeting with your lecturer in week 10 to discuss the rough-cut (draft) of your Final Movie, integrate filtered feedforward into the Final version of your Movie and conduct an online Peer Review of 3 other student draft Final Movies. 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. Please read the FULL brief for Assessment#2 and #3 and refer to the Unit materials on the Unit Moodle site. For a FULL breakdown of requirements attend all classes (on-campus students) and zoom sessions (online students).

Assessment Due Date
Week 12 Friday (5 June 2020) 9:00 pm AEST
Mandatory Milestone meeting required in week 10. Draft Final Movie to be uploaded to Vimeo for Peer Review prior to deadline

Return Date to Students
Exam Week Friday (19 June 2020)
See Moodle for marking criteria comments about your submission.

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.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Follow the submission instructions outlined in the FULL Assessment brief. Upload all videos to Vimeo. 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