



# MMST11009 *Digital Video and Audio*

## Term 1 - 2021

Profile information current as at 28/04/2024 10:01 pm

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 - 2021

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

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical 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 Assessment Committee

##### Feedback

The number of High Distinction grades awarded to students has been very low for the past few years.

##### Recommendation

The assessment tasks will be reviewed to ensure that the expectations of the unit are consistent with other Level 1 units and the Australian Qualifications Framework.

#### Feedback from Digital Media teaching team

##### Feedback

At the 2019 Digital Media Planning Days, academic staff discussed improvements that could be made to the MMST11009 curriculum and assessment tasks, now that new screen production units have been introduced.

##### Recommendation

The curriculum, learning resources and assessment tasks will be reviewed with the aim of focusing on fundamental skills, and ensuring that the unit is pitched at the right level.

## 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: 1st edn (2014)

Authors: Manriquez, Antonio; McCluskey, Tom

Pearson Higher Ed

USA

ISBN: 9780133819922

Binding: eBook

MMST11009

#### Supplementary

#### Cutting Rhythms Shaping the Film Edit

(2009)

Authors: Pearlman, K

Elsevier, Burlington  
ISBN: 9780080927763  
Binding: Paperback  
MMST11009

#### **Supplementary**

#### **Framed Ink: Drawing and Composition for Visual Storytellers** (2010)

Authors: Marcos Mateu-Mestre  
Design Studio Press, California  
CA , USA  
Binding: Paperback  
MMST11009

#### **Supplementary**

#### **Living With A Creative Mind** (2011)

Authors: Jeff Crabtree and Julie Crabtree  
Zebra Collective,  
ISBN: 9780987104601  
Binding: Paperback  
MMST11009

#### **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 Library. 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)
- Adobe Photoshop
- Adobe Premiere 1.5 above
- All students will require access to a camera and microphone to complete this Unit
- All students will require access to editing software and hardware to complete this Unit
- All students must regularly check CQU university emails and read Moodle Forums and messages

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)  
For further information, see the Assessment Tasks.

## Teaching Contacts

**Jan Cattoni** Unit Coordinator  
[j.cattoni@cqu.edu.au](mailto:j.cattoni@cqu.edu.au)

## Schedule

### Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the Unit Visual Language: Screen vocabulary		

### Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Visual Language: Editing Essentials		

### Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Visual Language: Creating Continuity		Peer Review  <b>Visual Sequence Edit</b> Due: Week 3 Friday (26 Mar 2021) 10:00 pm AEST

### Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Pre-Production: Developing Your Story		

### Week 5 - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Pre-Production: Pitch Documents		

### Vacation Week - 12 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
No Classes		

### Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Pre-Production: Pitching your Project		

### Week 7 - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Pre-Production: Legal and Ethical Frameworks		<b>Pitch &amp; Pre-Production Package</b> Due: Week 7 Friday (30 Apr 2021) 10:00 pm AEST

### Week 8 - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Production: Working on Location		

**Week 9 - 10 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Post-Production: Creating Your Rough Cut		

**Week 10 - 17 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Post-Production: Receiving and Responding to Feedback		Rough Cut Screenings for Peer Review

**Week 11 - 24 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Post-Production: Fine Cutting Audio and Vision		

**Week 12 - 31 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Post-Production: Final Checks		<b>Final Movie</b> Due: Week 12 Friday (4 June 2021) 10:00 pm AEST

**Review/Exam Week - 07 Jun 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 14 Jun 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Visual Sequence Edit

**Assessment Type**

Practical and Written Assessment

**Task Description**

For this assessment, you are required to create a short 60 second video sequence from existing footage and sound.

There are two parts to this assessment:

Part A: 1-minute video sequence, using supplied footage and sounds

Part B: Self-Assessment and Peer Review

**Assessment Due Date**

Week 3 Friday (26 Mar 2021) 10:00 pm AEST

See Full Assessment Brief on Unit Moodle Site

**Return Date to Students**

Week 6 Friday (23 Apr 2021)

Assessment will be returned to student within two weeks of submission

**Weighting**

10%

**Assessment Criteria**

Please refer to the Full Assessment Brief on the Unit Moodle site for full details of the Assessment Criteria

**Referencing Style**

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

**Submission**

Online

**Submission Instructions**

Please refer to the Full Assessment Brief on the Unit Moodle site for full details of the submission requirements

### **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 Pitch & Pre-Production Package**

### **Assessment Type**

Practical and Written Assessment

### **Task Description**

Assessment 2 is the research and planning stage for the final production task in Assessment 3. Pitching takes on many forms and is used in the creative industries to secure investment and funding for projects. This assessment task is designed to introduce you to the process of pitching your ideas and plans to a group.

There are 2 parts to the assessment:

Part A: Submission of a short pitch video

Part B: Submission of pitch documents and files as outlined in the full assessment brief on the Unit Moodle site.

### **Assessment Due Date**

Week 7 Friday (30 Apr 2021) 10:00 pm AEST

See Full Assessment Brief on Unit Moodle Site

### **Return Date to Students**

Week 9 Friday (14 May 2021)

Assessment will be returned to student within two weeks of submission

### **Weighting**

30%

### **Assessment Criteria**

See Full Assessment Brief on Unit Moodle Site for Assessment Criteria

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

See Full Assessment Brief on Unit Moodle Site for submission requirements.

### **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

Assessment 3 requires you to implement your project plan outlined in Assessment 2 in the creation of a 60 second fictional or factual movie.

There are 3 parts to the assessment:

Part A: Production of your final 60 second video

Part B: Submission of an Electronic Press Kit

Part C: Self-Assessment and Peer Review

### Assessment Due Date

Week 12 Friday (4 June 2021) 10:00 pm AEST

See Full Assessment Brief on Unit Moodle Site

### Return Date to Students

Exam Week Friday (18 June 2021)

Assessment will be returned to student within two weeks of submission

### Weighting

60%

### Assessment Criteria

See Full Assessment Brief on Unit Moodle Site for Assessment Criteria

### Referencing Style

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

### Submission

Online

### Submission Instructions

See Full Assessment Brief on Unit Moodle Site for Submission Requirements

### 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