



# MMST11009 *Digital Video and Audio*

## Term 1 - 2023

Profile information current as at 08/05/2024 12:18 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 - 2023

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

#### Attendance Requirements

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

#### Website

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

## Class and Assessment Overview

### Recommended Student Time Commitment

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

### Class Timetable

#### [Regional Campuses](#)

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

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical Assessment**

Weighting: 30%

#### 2. **Practical Assessment**

Weighting: 30%

#### 3. **Practical Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Formal unit evaluation

**Feedback**

The weekly workload was too high

**Recommendation**

Review weekly assessment and content workloads to ensure they are within the 12.5 hours expected based on university policy

#### Feedback from Formal unit evaluation

**Feedback**

Unit materials were male-dominated

**Recommendation**

Review unit resources to see if there are alternatives that cover the same technical content by female creators.

## Unit Learning Outcomes

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

1. Demonstrate competency in foundational digital video and audio editing and production skills
2. Manage workflow at an industry standard throughout the video and audio production process
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 Assessment - 30%	•	•	
2 - Practical Assessment - 30%	•	•	
3 - Practical Assessment - 40%	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•		•
2 - Problem Solving	•	•	
3 - Critical Thinking		•	
4 - Information Literacy			•
5 - Team Work			
6 - Information Technology Competence	•	•	
7 - Cross Cultural Competence			•
8 - Ethical practice			•
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

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

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Access to Adobe Premiere Pro

## Referencing Style

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

For further information, see the Assessment Tasks.

## Teaching Contacts

**Andrew Couzens** Unit Coordinator

[a.couzens@cqu.edu.au](mailto:a.couzens@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Digital Difference		<b>Mandatory equipment induction for on-campus students to take place during tutorials.</b>

### Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital Cameras		

### Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Basic Sound Recording		

### Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Lighting Digital Video		

### Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Non-Linear Editing Software		

### Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
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**Digital Video Interview** Due:  
Vacation Week Tuesday (11 Apr 2023)  
11:59 pm AEST

#### Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital Video and Audio Formats and Workflow		

#### Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Mixing Audio		

#### Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Audio Filters and Effects		<b>Audio Advertisement</b> Due: Week 8 Friday (5 May 2023) 11:59 pm AEST

#### Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Visualisation		

#### Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Planning and Executing a Video Production		

#### Week 11 - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Live Production and Broadcast		

#### Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
How Video and Audio Interact with Other Digital Media Skills		<b>Digital video package</b> Due: Week 12 Friday (2 June 2023) 11:59 pm AEST

#### Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic

#### Exam Week - 12 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Digital Video Interview

#### Assessment Type

Practical Assessment

#### Task Description

This assessment requires you to apply technical video and audio skills introduced in the first five weeks of this unit to the production and editing of a 60 second video interview. To produce the final video you will create and edit together one shot of your interview subject and a small amount of b-roll footage. The completed project must adhere to the technical specifications and submission requirements provided in the detailed task breakdown on the unit website (Moodle).

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

#### Assessment Due Date

Vacation Week Tuesday (11 Apr 2023) 11:59 pm AEST

## Return Date to Students

Two weeks following submission

### Weighting

30%

### Assessment Criteria

1. Technical proficiency in use of camera, light, and sound
2. Adherence to professional video and audio conventions
3. Quality of workflow during production and post-production

*Please refer to the Unit website (Moodle) for detailed assessment criteria.*

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Demonstrate competency in foundational digital video and audio editing and production skills
- Manage workflow at an industry standard throughout the video and audio production process

## 2 Audio Advertisement

### Assessment Type

Practical Assessment

### Task Description

This assessment requires you to create a 30 second audio advertisement suitable for an online podcast. To complete this task, you will be required to record vocals and sound effects, mix these to a professional standard using appropriate software, and apply audio effects to manipulate the characteristics of some of the audio clips used. The completed project must adhere to the technical specifications and submission requirements provided in the detailed task breakdown on the unit website (Moodle).

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

### Assessment Due Date

Week 8 Friday (5 May 2023) 11:59 pm AEST

## Return Date to Students

Two weeks following submission

### Weighting

30%

### Assessment Criteria

1. Quality of recorded audio files
2. Planning, execution and export of an effective audio mix
3. Creative use of appropriate digital audio effects

*Please refer to the unit website (Moodle) for detailed assessment criteria.*

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Demonstrate competency in foundational digital video and audio editing and production skills
- Manage workflow at an industry standard throughout the video and audio production process

## 3 Digital video package

### Assessment Type

Practical Assessment

**Task Description**

This assessment requires you to plan and execute an audiovisual package for a product or service suited to a selection of online delivery platforms. Instructions for selecting a product or service will be provided in the detailed task breakdown on the unit website (Moodle). The package will consist of one five second sequence and one 30 second sequence for different online platforms selected from a list provided. You will use visualisation techniques to plan high-quality, innovative, and technically proficient sequences that accomplish continuity in shape, movement, colour and lighting between shots. The sequences will attain synergy between video and audio. The completed project must adhere to the technical specifications and submission requirements provided in the detailed task breakdown on the unit website (Moodle), including a 500 word creative statement accompanying the submission explaining the package's creative vision, target audience, and intended release platforms.

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

**Assessment Due Date**

Week 12 Friday (2 June 2023) 11:59 pm AEST

**Return Date to Students**

Two weeks following submission

**Weighting**

40%

**Assessment Criteria**

1. Technical proficiency of and synergy between audio and visual elements
2. Effective planning and execution of a cohesive audiovisual package
3. Delivery of a creative concept suited to the intended purpose, audience, and release platforms

*Please refer to the unit website (Moodle) for detailed assessment criteria.*

**Referencing Style**

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

**Submission**

Online

**Learning Outcomes Assessed**

- Demonstrate competency in foundational digital video and audio editing and production skills
- Manage workflow at an industry standard throughout the video and audio production process
- Apply knowledge and understanding about audio and video and their application in contemporary digital content industries.

## 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