MDIA3002

Multiplatform Media

Term One // 2019

School of the Arts and Media // UNSW Arts and Social Sciences

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Course Details

Credit Points 6

Summary of the Course

Subject Area: *Kcbg_*

This course focuses on the future skills that journalism graduates need to be industry ready. This means mastering skills in and developing a critical approach to audio, visual and verbal forms of journalistic production. By experimenting with visual and audio storytelling, the specific aim of this course is to produce material ready for radio- and television-style news items. Special attention is given to new forms and styles of journalism emerging on the internet, where audio, visual, verbal and interactive elements combine in innovative ways to tell newsworthy multi-semiotic stories. As journalist, videographer, sound engineer, producer and editor, future journalists need to display greater flexibility and a degree of experimentation in their news gathering practices. This course provides students with the opportunity to develop these skills, and to add value to the information they gather, both in terms of producing compelling stories and in experimenting with multiplatform news gathering and dissemination practices.

Course Learning Outcomes

1.

already been taught in 100- and 200-level Communication and Journalism courses will be reviewed with respect to the multiplication of meaning that occurs when the different elements (words, sounds, images) are combined in the multisemiotic environment.

The lecture time will serve to expand your understanding of current multi-mediated industry contexts and the requirements for journalists to be skilled in several areas of multiplatform journalism. Skills that have already been taught in 100- and 200-level Communication and Journalism courses will be reviewed with respect to the multiplication of meaning that occurs when the different elements (words, sounds, images) are combined in the multisemiotic environment.

Although the theatre and class size are large, we still seek to make the lectures as interactive and engaging as possible. At times, you'll be encouraged to speak and ask questions, have your say, to offer ideas and participate in debates. We want you to see the lecture as a chance to think together not merely consume pre-packaged knowledge. So listen, reflect and get involved. The lecture slides will be available on the course Moodle website before the lecture. However, due to copyright requirements a lot of the audio visual materials and examples that will be used in the lectures will NOT be available in the lecture notes provided for this course.

Please remember that lectures count towards your 80% attendance requirement and attendance will be recorded.

Tutorials:

We see tutorials as a place to engage more deeply with key concepts that are introduced in the lectures and the required readings for this course. This means that we expect you to not only attend tutorials but also to be mindful, active and prepared for tutorials. After each lecture there will be a short preparation task for the following tutorial. You are expected to have completed this preparation task BEFORE you attend the tutorial.

Tutorials are also a great place to discuss and share your ideas on your assessment tasks, so do bring your workings on your assignments to the tutorials. There will opportunities in later tutorials to pitch your story ideas for the major assignment, to work collaboratively with your peers and to get assistance from your tutors. Assessment of technical training needs in the use of sound and vision recording equipment will take place in the first tutorial. Tutorials will commence in Week TWO.

Tutorial Attendance and Preparation: Attendance alone is not sufficient. You should come to tutorials prepared to engage with each other and your tutor, working through key issues that you would like to take up and discuss in detail. For this reason you will be marked present at tutorials only if you also provide evidence of having completed the tutorial preparation tasks. This can be in written printed or electronic form. It would be good practice to keep your tutorial preparation tasks in the 'Tutorial Preparation' page which has been provided in the course wiki at Moodle.

Assessment

Please see Moodle for further information about this course, assessment information, lecture topics and weekly assessment tasks contributing to your e-portfolio.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Critical Reflection	35%	see Moodle	3,4,5
Original Production	45%	See Moodle	1,2,4
E-Journal Portfolio	20%	weekly deadlines	1,4

Assessment Details

Assessment 1: Critical Reflection

Start date: see Moodle

Details: A 1500-word essay plus appendix. Due Week 5.Feedback via Turnitin

Additional details:

Please see Moodle for full assessment instructions and due date.

Submission notes:submit the essay and appendix together as one document.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Original Production

Start date: See Moodle

Length: See above

Details: A work of multiplatform journalism 1500 words plus image gallery or 3-5 minutes in length. Due Week 10.Feedback from Moodle's the box.

Additional details:

Please see Moodle for full instructions on submitting the Original Production Assessment. You will be required to submit a combined media production, e.g. a feature and image gallery or video and podcast.

Please note that whilst productions need to be clearly visual or audible, they can be simple in their production techniques. Storytelling quality will be assessed on the strength of the idea, angle, interviews, research and structure. A researched story with an original editorial angle with basic production will be marked higher than a slick production that has limited storytelling value.

If you are having problems with submitting via Moodle The Box (needed for large files), please email your tutor for alternatives, e.g. Dropbox.

Students' original production will be considered for the UNSW online publication, Newsworthy. Publication is at the discretion of the editor.

Submission notes:Submission is via Moodle The Box.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: E-Journal Portfolio

Start date: weekly deadlines

Length: Weekly submissions vary in length.

Details: Tasks submitted weekly to Moodle Wiki. Equivalent to 3000 words. Due Week 8.Feedback: Wiki Moodle

Additional details:

Please see Moodle for full information about this assessment.

Please note that this assessment requires various submission dates and a minimum of six submissions evident by the due date is required to pass this assessment.

Submission notes:See moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Attendance Requirements

Lecture attendance is compulsory.

Tutorial attendance is 80 %. Medical certificates are required for more than two missed tutorials.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Lecture	Refer to Moodle for lecture readings and tutorial information.
Week 2: 25 February - 3 March	Lecture	Refer to Moodle for lecture readings and tutorial information.
Week 3: 4 March - 10 March	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.
Week 4: 11 March - 17 March	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.
Week 5: 18 March - 24 March	Reading	There is no lecture or tutorial this week.
Week 6: 25 March - 31 March	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.
Week 7: 1 April - 7 April	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.
Week 8: 8 April - 14 April		Refer to Moodle for lecture readings, online activities and tutorial information.
Week 9: 15 April - 21 April	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.
Week 10: 22 April - 28 April	Lecture	Refer to Moodle for lecture readings, online activities and tutorial information.

Resources

Prescribed Resources

The course textbook is:

Bedarnek and Caple (2012). *Lcuq Bgqamspqc* London, UK: Bloomsbury.

The textbook is available from the UNSW bookshop. UNSW library has e-copies, however it is recommended you have your own copy for unrestricted use.

Recommended Resources

Students are expected to research across diverse media for weekly ejournals. We encourage you to research new and innovative multimedia sites to share as examples.

Suggested media as a starting point:

Lcu Wmpi Rgkcq
SBS https://www.sbs.com.au/features
longform.org

Production Resources

The Robert Webster labs are equipped with Adobe creative cloud such as Photoshop, Audition and Premiere Pro. You can also use other production software. You have 24 / 7 access to the labs - see the School's office on Level 3 if you are having access issues. Please let security know if you are working late.

The Technical Resource Centre has a wide range of visual and audio resources for borrowing to produce production assessments. They are also excellent trouble shooters if you are having a problem with the audio and visual software.

Lynda.com online production tutorials are encouraged and freely available through UNSW library.

Course Evaluation and Development

Students have requested that the earlier part of the course be more practice orientated. This has been addressed with the course aiming to engage the important theoretical exploration of multiplatform media with production outcomes via the e-portfolio and tutorials. The main practice outcome of this course is the original production (45 %).

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another’s ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another’s ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person’s individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person’s academic work and copying it, offering to complete another person’s work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks

- understand your rights and responsibilities as a student at UNSW
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