COMM 1015 FOUNDATIONS OF MEDIA ARTS AND PRODUCTION

Credit Points 10

Legacy Code 101927

Coordinator Maryella Hatfield (https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/)

Description In 2021, this unit replaced by unit 102825 - Introduction to Screen Media. This unit explores creative and independent media arts practices across moving image, audio and participatory forms, and introduces students to fundamental principles of sound and screen production. The unit maps theoretical and practical connections between the creation and study of images and sound across media formats through an integrated theory/practice programme focused on the processes through which media artefacts are created. Students learn how to analyse and critically evaluate screen media and also to plan and make simple short works of their own. It introduces students to relevant media arts histories and contexts (with a focus on cinema) in addition to a range of technologies, media practices and production techniques.

School Humanities & Comm Arts

Discipline Communication And Media Studies

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYB 0161 - Image Sound Text COMM 1028 - Screen MediaCOMM 1039 - Introduction to Screen Media COMM 1016 - Foundations of Media Arts and Production (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Demonstrate an awareness of the processes and practices of screen media arts production and the interdisciplinary and multi-platform nature of screen media arts production
2. Apply creative strategies and technical skills of screen media production in an environment that link them to theories and histories of screen media
3. Demonstrate an ability to critically review a screen media work
4. Make a simple screen media work in small groups work using accessible mobile and online tools
5. Adequately assess the risk involved in professional production projects.

Subject Content

- Visual language and Creative camera coverage. this Topic will introduce mise-en-scene: how A scene is staged for The camera. It will include explorations into camera angles, shot sizes, camera movement, focus, depth of field, speed, lighting, colour, subjective and objective camera, composition and production design. students will learn how to Create storyboards and Create shot lists.
- editing in screen media Production. this Topic will explore The role of editing in screen media Production. It will analyse The strategies of editing from The Two Schools of editing: Continuity editing and Montage.
- sound in screen media Production. this Topic will explore The relationship between sound and screen media. It would explore how sound is recorded and mixed. It will analyse different components of sound in screen media such as atmospheric sounds and music.
- screen media narrative structure, genres and diverse production models. this Topic will explore A range of contexts for screen narrative structure, genres and production Models, comparing and contrasting Hollywood Models with World cinema movements and examples. It will reference how screen media has been critically analysed via theory & post-theory approaches.
- introduction to Documentary. this Topic will introduce The history and diverse contexts of Documentary film and television Production. It will consider online, interactive and transmedia Models in Documentary and non-fiction screen media. It will consider production case studies and The processes of developing A Project from concept through stages of production to finished work.
- Australian screen media: history and industry frameworks. this Topic will introduce Australian screen history and provide An introduction to Australian film & television industry frameworks.It will explore The short film form and its significant role within screen production history more generally as well as its role in The career development of key Australian film-makers.
- Innovative storytelling for the screen, past present and future. This topic will explore a range of forms including animation; history, contexts, diverse origins and subject matter. It will explore larger themes such as the political image through innov

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Scene and Shot Analysis Storyboard	500 words	30	N	Individual
Discussion Board	1500 words	30	N	Individual
Practical exercises - screen media work	1500 words equivalent plus visual work (maximum of 3 minutes)	40	N	Both (Individual & Group)

Teaching Periods