

COMM 3047 EPISODIC SCREEN MEDIA

Credit Points 10

Legacy Code 102831

Coordinator Maryella Hatfield ([https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/](https://directory.westernsydney.edu.au/search/name/Maryella%20Hatfield/))

Description In this subject students will analyse and develop an episodic narrative production proposal using concepts and production strategies for serialised narrative storytelling for online platforms. Students will be introduced to the University's broadcast television studio and operation. Students will build their knowledge and practical skills in the conceptualisation, planning, editing of serialised online web and streamed digital based narratives. This subject will require students' attendance in workshops delivered in blocks and participation in studio recording.

School Humanities & Comm Arts

Discipline Audio Visual 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 3 subject

Equivalent Subjects COMM 3021 - Media Arts Workshop
COMM 3038 - Video Project
COMM 3033 - TV Production
COMM 3034 - TV Production 1

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate short form episodic and serialised digital media content across platforms
2. Analyse current screen production theory and practice in relation to text based episodic storytelling
3. Interpret and apply pre-production strategies to the conceptualisation and development of techniques to develop a pilot for an episodic narratives designed for a specific media platform
4. Apply knowledge of audio and video production theory, tools and techniques to digital media production
5. Edit video and audio in a digital software environment
6. Create and publish media content for online platforms

Subject Content

Module 1: Introduction to short form episodic and serialised digital media content across platforms and genres including: drama, light entertainment, web serials, radio, pod casting and new forms of content distribution ie: tik tok

Module 2: Analysis of screen production theory and practice in relation to text based episodic storytelling. Development of serialised narratives and narrative devices for audience engagement. Analysis of case studies with focus on format, production bibles, licensing and distribution of content

Module 3: Conceptualising and developing pre-production strategies in the development of a pilot for an episodic narratives designed for a specific media platform. Present pitch.

Module 4. Introduction to University broadcast television studio at Parramatta South. Apply knowledge of audio and video production theory, tools and techniques.

Module 5. In groups or individually film selected pilot and edit video and audio in a digital software environment. Finalise project pitch for submission to industry standards.

Module 6. Create and publish media content for online platforms and portfolio.

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
Venture Makers - Case Studies	1000 words	30	N	Individual
Applied Project & Presentation	1000 words	40	N	Group
Critical Review Responses	800 words and quizzes	20	N	Individual
Critical Review	250 words	10	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

Subject Contact Maryella Hatfield ([https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/](https://directory.westernsydney.edu.au/search/name/Maryella%20Hatfield/))

View timetable (https://clasregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3047_22-SPR_PS_D#subjects)