

COMM 7006 MEDIA PROJECT PRODUCTION

Credit Points 20

Legacy Code 101745

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Description This unit offers an individual, or group of, student(s) the opportunity to develop, produce and evaluate a Media Project developed in the Media Project Proposal Unit. The project production will cover implementation and evaluation issues relevant to media products. The final product is intended to be a significant new media project prototype. Individual students can negotiate the project of their choice, but this should be based on the Media Project Proposal (or equivalent) developed in the Spring Semester, or first half of semester if you are a full time student. A 5,000 word report forms part of the assessment.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 20cp

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) COMM 7007

Equivalent Subjects LGYA 1411 - Media Production

Restrictions

Students must be enrolled in a postgraduate program.

Assumed Knowledge

Broad understanding of convergent media forms and processes; specific knowledge of project development including concept and design development.

Learning Outcomes

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

1. Develop an appropriate and detailed project production plan in relation to their proposal brief, including management of content, design and human resource components and applicable timelines.
2. Research and develop stages of the production of their proposal and apply to their project work.
3. Implement the prototype/pilot stage of a significant media project of marketable quality
4. Work as an effective part of a production team to produce a major project.
5. Demonstrate a high level of professional presentation skills through the pitch of the final project.
6. Evaluate a complex product using appropriately identified and applied evaluation techniques.
7. Apply advanced skills in self-directed learning.

Subject Content

- production planning and management
- Project production
- Product evaluation and user testing

- Product Revision
- Project presentation for peer and expert panel Review

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 |
|--------------------------------|---|---------|-----------|-----------------------|
| Major Project and Presentation | 30 minutes duration and 12 powerpoint slides. Oral presentation of the convergent media prototype or pilot. | 60 | N | Individual |
| Written Report | 5,000 words | 40 | N | Individual |

Teaching Periods