

TOUR 6004 DATA CAPTURE AND CREATIVE COMMUNICATION

Credit Points 10

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

Description This subject provides students with the knowledge and skills to creatively address a range of operational and engagement challenges in the tourism, heritage and visitor economy sectors. Through practical application and class-based theory, students will have the opportunity to learn a variety of data-capture and creative communication techniques, including: safe drone operation, high quality audio-visual recording, video editing, digital mapping, and graphic design for marketing, interpretation and public engagement.

School Social Sciences

Discipline Tourism

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 6 subject

Assumed Knowledge

A basic understanding of marketing principles is desirable.

Learning Outcomes

1. Apply operational theories to fly a small drone (<2kg) with mounted mobile phone camera in accordance with safety protocols and remotely piloted aircraft legislations.
2. Capture audio and video material and edit these into a professional video.
3. Create simple maps using specialist software.
4. Analyse spatial data for the purposes of operational planning.
5. Use graphic design principles and software to create marketing and interpretation materials.

Subject Content

1. Small drone operation (<2kg) and safety protocols, using a mounted mobile phone camera to capture audio-visual data.
2. Audio-visual editing skills using Adobe Premiere Rush (free software).
3. Operational mapping skills using Geographical Information Systems (GIS).
4. Graphic design of marketing and interpretation materials using Adobe Illustrator.
5. Professional communication with industry partners to co-design resources that fulfil a business need.

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.

Type	Length	Percent	Threshold	Individual/Group Task
Practical	30 minutes	25	N	Individual
Applied Project	3 minute edited video	25	N	Individual
Applied Project	1,000 words	25	N	Individual
Poster	1,000 words	25	N	Individual

Prescribed Texts

- There is no set text for this subject. A weekly reading list with links to readings will be made available on vUWS.

Teaching Periods

Spring (2023)

Parramatta City - Macquarie St

On-site

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR6004_23-SPR_PC_1#subjects)