



SCHOOL OF MEDIA ARTS

SOMA 3612

PROFESSIONAL PORTFOLIO

SESSION 2 2009

CONTENTS	Page
Course staff	3
Course Information	3
Course Objectives	4
Assessment	5
Administrative Matters	
Academic honesty and plagiarism	7
Computing requirements	8
Safety information	8
Student Resources	8
Continual Course Improvement	8
Equity and diversity	9

1. COURSE STAFF

Course Coordinator: William Burdis

Room: G112

Phone: 9385 0768

Email: william@unsw.edu.au

Course staff: William Burdis, Tom Ellard, John Colette.

2. COURSE INFORMATION

a) **Units of Credit:** 6UOC

b) **Teaching Times and Locations:**

Lecture room: EGO2 – F106, F115

Day: Tues

Time: various

c) **Contact hours per week*:** 3 hours per week

*Please note that the expectation of student-instigated time in this course is more than contact hours.

d) **Course Aims**

The professional portfolio course seeks to offer students the opportunity to develop a portfolio of work at an industry standard. This course will encourage students to focus on a discreet body of work that will assist them in realising their career goals.

The portfolio could be of a specific nature i.e. reflective of the student's own disciplinary strengths and interests.

e) **Relationship to other courses**

The course is interdependent on other courses that provide the practical and theoretical foundation for individual work.

f) **Student learning outcomes**

The student is expected to demonstrate a professional commitment to developing and refining their industry and professional awareness and concerns related to the packaging, conceptual appropriateness and final presentation and realization of a professional portfolio.

They should evidence a dialogue and collaboration with their peers, lecturers and research within industry and markets current technologies and industry products and content delivery modes in relation to realizing at the conclusion of the course:

- To produce excellence and innovation in creative content.
- To apply innovative solutions to professional presentation and packaging in relation to content delivery.
- To represent to industry bodies/clients a professional presentation and personal profile that reflects creative potential and abilities.

- The student will concentrate on the development of a major project which demonstrates a professional innovative approach and critical understanding of the concepts, standards, procedures, methodologies and contexts central to their area or industry specialisation.

g) Graduate Attributes Developed in this Course – See APPENDIX A

h) Approach to learning and teaching

The learning process is student centered, as the framework for each project varies according to the individual. This is an end point to the degree program, which has emphasized basic skills, theory and technical foundations in the studio until this point.

The course is part of an integrated program that offers the opportunity to **individuate** the studio process in this course as a means of revising and practically collating the other streams of the course through the project medium.

i) Teaching Strategies:

The course is designed to be project based, and teaching is based on feedback, on and examples drawn from student's projects. This involves **expert mentoring** [interaction with the lecturer] **peer mentoring** [interaction within the group] and **peer modeling**, in the observation of and discussion of student's projects across teams.

Projects involve **student centered learning**, as they are practically driven by the students themselves.

3. COURSE OBJECTIVES

- To ensure that students have acquired a high level of knowledge, application and critical awareness of industry needs and standards.
- To develop a critical understanding of the specific industry requirements as they relate to a final professional portfolio of work.
- To produce a resolved high quality body of work that demonstrates a critical understanding of the relationships of content, context and presentation.
- To develop confidence in self-directed research.
- To focus on the development of a major project which demonstrates a professional approach to and appropriate use of media and materials as related to their chosen discipline area within the media/arts and entertainment industries.
- To demonstrate an understanding through their portfolio project, current and contemporary theory and practice within media and related fields to imaging processes.
- To skillfully operate and apply appropriate industry/market standard and innovative solutions to the containment, production and dissemination of their work as appropriate to concept and field.
- To make informed judgments, based on theoretical and practical considerations, relating to the selection of appropriate media, materials and techniques to achieve professional presentation and enhanced concept delivery.
- To evidence a dialogue and collaboration with their peers, lecturers.

4. ASSESMENT

To qualify for a passing grade all students must complete all submissions by due date and time. Where absences in excess of three (2) classes occur, students may be given a fail grade. Students must be punctual and participate in all course activities. The student should be expected to show evidence of the achievement of the course's objectives.

There will be 2 Assessment points during the semester.

Assessment Criteria

Usually you will be assessed on the following:

Satisfaction of requirements As per project descriptions

Level of commitment and motivation The level of application to set tasks, the ability to persevere, the level of involvement and degree of participation in lectures, seminars, workshops and discussions, and the level of professionalism where applicable.

Recognition of individual responsibility The ability to be self-directed in determining objectives and appropriateness of resources, research and completion of projects.

Evidence of critical process The willingness to instigate research and to analyse information. The ability to synthesise research and experience in creative expression. The ability for self-critical analysis in the evaluation of progress.

The ability to articulate your intention and to discuss your objectives.

Technical skill appropriate to the work undertaken The appropriate choice and use of your chosen media.

ASSESMENT Point 1, Mid Session:

MID-SESSION ASSESSMENT (TUTORIAL)

- **Strategies the students are using to represent their work professionally:**

ie. What packaging/presentation strategies and designs are being considered and researched for final Professional Portfolio Submission?

(CD Packaging/Shrink wrap/cast or moulded/generic packaging/original design packaging/inclusion of business/postcards/short-run catalogues/DV Covers/ boxes, soccer balls, badges, worry beads, etc. etc)

- **The creative content of of Professional Portfolio:**

The form of the presentation will be individually to present from Lectern Computer (on TRANSIT DRIVE ready for presentation to the class from the Lecturer's computer using video projection unit onto screen.)

Within each Tutorial class, Mid-Session Assessment of each group of approximately 10 students will take the form of PROFESSIONAL PORTFOLIO PRESENTATIONS in Week 7 (10 students) and Week 8 (10 students).

There will be a criteria of satisfactory / unsatisfactory at this point.

ASSESSMENT Point 2, End of Session:

FINAL SESSION ASSESSMENT (TUTORIAL)

Week12 Final Assessment of Submission comprises and is assessed as follows:

- Portfolio/Packaging 30%
- Production Quality Assessment (QA) 30%
- Portfolio Creative Content 40%

Please submit Professional Portfolio to your Lecturer/Tutor in Week 12.

Please note: An edition of 2 copies of your final Professional Portfolio is required (*this is negotiable/dependent on the final package potential for multiple/extra copies to be submitted.*).

One Copy to be retained by COFA/UNSW School of Media Arts.

5. ACADEMIC HONESTY and PLAGIARISM

What is Plagiarism?

Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

For the purposes of this policy, submitting an assessment item that has already been submitted for academic credit elsewhere may be considered plagiarism.

Knowingly permitting your work to be copied by another student may also be considered to be plagiarism.

Note that an assessment item produced in oral, not written, form, or involving live presentation, may similarly contain plagiarised material.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

The Learning Centre website is main repository for resources for staff and students on plagiarism and academic honesty. These resources can be located via:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- 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.

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 the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

6. COMPUTING REQUIREMENTS

The College provides facilities for the course, although it is assumed that students would purchase a hard drive for portable storage of project media.

7. SAFETY INFORMATION

You have a responsibility to not do anything that risks the safety or health of your fellow students and also staff.

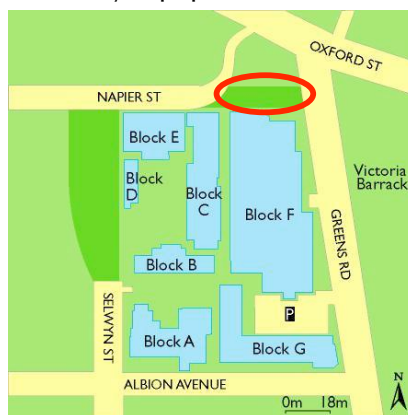
This will involve informing your lecturer of any safety risks you become aware of, and also following the directions of staff in relation to such issues as equipment usage, and safety equipment and clothing.

You are responsible for:

- adhering to UNSW and COFA OHS policies and procedures,
- following instructions on safe work methods,
- promptly reporting hazards or accidents
- ensuring your conduct does not endanger others.

Emergencies and evacuation

In case of emergency you should follow the instructions on emergency procedures displays, which are located on each



the level.

The emergency phone number is 9385-6666 (not 000).

During evacuations always follow the directions given by fire wardens and proceed to the emergency assembly area, which is in front of the campus art store (red oval on diagram).

First aid information

If you are injured or are hurt in any way inform your supervisor. All accidents and incidents must be reported. The names and contact details of first aid officers on campus are displayed on the green and white first aid posters. Security staff are also trained first aid officers.

Electrical safety

Students should ensure that any portable electrical equipment they bring onto the campus (such as laptop computer power supplies) are tested and tagged. Such equipment will not be able to be used on campus if not tagged. Testing can be done at the Resource Centre.

8. STUDENT RESOURCES

Students will be expected to provide all consumables for their project [tapestock, disc media, sets and props and rentals additional to facilities provided by the college].

9. CONTINUAL COURSE IMPROVEMENT

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the course.

10. ADMINISTRATIVE MATTERS

You may fail the subject if more than 2 absences are recorded. You must to actively participate in classes and complete all set work. You may fail the subject if you do not submit **all** set work to a satisfactory standard.

Final works are to be completed by week 14, with the option of exhibiting in the COFA end of year exhibition. Late submission may be considered, however the possibility of exhibition cannot be guaranteed for late work.

Where, because of illness or misadventure, you cannot hand in an assignment on time, or your work has suffered, you can apply for Special Consideration. For information on Special Consideration (see <https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>).

- Applications for special consideration must be lodged with the COFA Student Centre (within 3 working days of the assessment to which it refers) – applications will **not** be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through COFAv Student Centre) please notify your Lecturer in Charge;
- Please note: a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.

Students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the course convener prior to, or at the commencement of, their course, or with the Equity Officer (Disability) in the Equity and Diversity Unit (9385 4734 or www.equity.unsw.edu.au/disabil.html). Issues to be discussed may include access to materials, including Library materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.