
SUBJECT DESCRIPTION**50117/50248 Media Arts and Production 2**

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	100 level
Number of Credit points:	6cp/8cp
Prerequisites:	50116 Media Arts and Production 1 or 50247 Media Arts and Production 1
Grading:	Graded

HANDBOOK DESCRIPTION

The subject is designed to follow Media Arts and Production 1.

In MAP 2, students are introduced to the new media industries. They examine a range of new media practices, and the challenges and opportunities for media producers in developing content for these emerging areas. Students will be encouraged to explore ways in which traditional and new media are converging to create new types of content, practices and industries. Basic new media skills and techniques are covered in tutorials and workshops. They are realised in a small new media production exercise. The film and video component of this subject introduces narrative forms and genre. It teaches professional work practices and media production management at an introductory level. Students gain hands on experience in the tutorials and workshops with screen lighting technique and safety. Students develop their conceptual and technical skills through a small group-based production exercise. This subject and Media Arts and Production 1 complement each other and are the foundation for the rest of the Media Arts and Production strands in film and video, sound and new media.

CONTRIBUTION TO GRADUATE PROFILE

Part 2 of the introduction to the broad range of media arts creative concepts and work practices covered in the MAP strand in the BA.

Introduction to basic creative techniques that will be developed in later subjects.

SUBJECT OBJECTIVES

On completion of this subject students are expected to be able to:

- Work collaboratively in more specified but general crew roles
- Demonstrate Production management skills
- Demonstrate narrative concepts in scripting, performance and mise-en-scène and apply techniques using digital cameras, editing and basic lighting, based upon a particular genre.
- Develop a thorough knowledge of the safety issues of concern to the media practitioner
- Demonstrate approaches to developing creative content for new media formats and develop a basic understanding of basic techniques required for digital media production.
- To explore ways in which traditional and new media are converging

TEACHING AND LEARNING ACTIVITIES

The subject is delivered in lecture/tutorial/workshop mode.

The lecture program is an audiovisual presentation for providing a focus for examining ideas, concepts and creative practices in the Media Arts. The tutorial component is the venue for discussion and critique and the development of projects. It is also the place for debriefing and feedback on work produced and is used to introduce technical and workshop activities. The workshops allow students to gain basic technical proficiency with lighting technology and convergent media softwares through short academically directed activities.

CONTENT

- Principles of scripting short narratives
- Introduction to performance styles and directing performances

- Introduction to basic lighting set-ups for narrative and industrial safety when using lights
- Creative techniques with new media design
- New media software operations
- Group based creative production work on a short video assignment
- Individual creative production work on a new media assignment
- Individual test on safety issues in media production
- Individual creative production work on an online research assignment

ASSESSMENT

Assessment item 1: Narrative Video Production Exercise - Group

Objectives: a, b, c

Value: 40%

Due: Week 14

Task: Working in small groups to a production brief students produce a short script and 5 minute video exercise on a narrative theme.

Assessment Criteria

- Evidence of engagement with the narrative theme
- Degree of creativity
- Degree of technical proficiency
- Demonstrated ability to production plan
- Evidence of contribution to group
- Meeting production specifications, objectives and tasks
- Group assessment
- Degree of relationship of content on screen to script

Assessment item 2: New Media Exercise - Individual

Objectives: a, d, f

Value: 40%

Due: Week 9

Task: Students develop a small project which explores convergence between traditional and new media.

Assessment Criteria

- Creativity achieved within brief
- Degree of aesthetic and technical refinement
- Degree of engagement with relevant software and production techniques
- Degree of engagement with design issues as outlined in lectures and brief

Assessment item 3: Online research presentation - Individual

Objectives: e, f

Value: 10%

Due: Week 14

Task: Students develop, write and publish a short online essay work based upon a given media topic.

Assessment Criteria:

- Evidence of quality of interpretation and analysis of the given topic
- Degree of innovation in the writing and / or presentation
- Clarity of writing
- Clarity of Presentation

Assessment item 4: Safety test

Objectives: d

Value: 10%

Due: Week 4

Task: Students undertake a questionnaire that explores safety issues within the media industries

Assessment Criteria:

- Evidence of understanding of safety issues
- Accuracy of answers to questions

MINIMUM REQUIREMENTS

Attendance is particularly important in this subject because it is based on a collaborative approach which involves essential workshoping of student work and interchange of ideas. Self and peer assessment be used in moderating group marks to individual marks. Students who attend fewer than ten classes are advised that their final work will not be assessed and that they are likely to fail the subject.

Students are expected to participate in all activities or exercises set in classes and must participate in group work on the narrative exercise.

Students must all participate in the debrief sessions for assessment purposes.

TEXTS AND REFERENCES

The language of new media

Lev Manovich. , Mass. ; London : MIT Press, c2001. 302.2 MANO

Labyrinths : the art of interactive writing

Domenic Stansberry. Belmont, CA : Wadsworth Pub. Co., c1998. 808.066 STAN

Hamlet on the Holodeck : The Future Of Narrative In Cyberspace

Janet H. Murray, Cambridge : MIT Press, c 1998 809 MURR

Creating Killer Web Sites : The Art Of Third-Generation Site Design (2nd ed)

David Siegel, Indianapolis : Hayden Books, c1997 006.6776 SIEG

Out of the Past : Adventures in Film Noir

Barry Gifford, Jackson : University Press of Mississippi, c 2001 791.4309

The Filmmakers Handbook, A Comprehensive Guide for the Digital Age.

Steven Ascher & Edward Pincus, New York : Plume, c1999 778.53 ASCH

Hands on : a practical guide to production and technology in film, TV and new media

Marcus Gillezeau, Sydney : Currency Press, c 2004. 791.430232 GILL

How Movies Work

Bruce F. Kawin, Berkeley : University of California Press, c1992 791.43 KAWI

Film art : An Introduction.

David Bordwell & Kristen Thompson, New York : McGraw Hill, c2001 791.4301 BORD

Setting up your shots : great camera moves every filmmaker should know

Jeremy Vineyard, Studio City : Michael Wiese Productions, c1999 778.53 VINE

The five C's of cinematography : motion picture filming techniques simplified

Joseph V. Mascelli, Hollywood : Cine/Grafic Pub, c 1965 778.53/17

In the Blink Of An Eye : A Perspective on Film Editing

Walter Murch, Los Angeles : Silman-James Press, c1995 778.535 MURC

RESOURCE REQUIREMENTS