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**SUBJECT DESCRIPTION****50197 Media Arts, Concept and Project Development**

<b>Course Name:</b>	Bachelor of Arts in Communication (Media Arts and Production)
<b>Level:</b>	200
<b>Number of Credit points:</b>	8
<b>Prerequisites:</b>	50117/50248 Media Arts and Production 2 no prerequisite for graduate students
<b>Grading:</b>	Graded

**HANDBOOK DESCRIPTION**

The subject provides students with the opportunity to undertake self-directed production research and project development. It is an ideal subject to take before MAP Project. Project development may include development for a film/video/sound or new media work. The development period allows students to develop their professional knowledge and skills and apply it to the pre-production activities required for readiness to undertake a media production project in a later semester or after graduation. Activities might include, researching a production style, finishing off a script to final draft stage, doing test shooting or production designs as well as undertaking the pre-production logistics for a later project. Students will attend selected development seminars, design a learning contract and conduct self-directed activities, which will form the basis of case study reports to class at the end of semester.

**CONTRIBUTION TO GRADUATE PROFILE.**

Allow students to develop their professional and creative skills in the preparation of projects and perform the production research and organisational work required in the development stage of projects.

**SUBJECT OBJECTIVES**

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

- Possess an expanded understanding of media arts practices and contexts
- Research production aesthetics and logistics related to practices and production contexts in the media arts sector
- Develop a media production project in the pre-production phase.

**TEACHING AND LEARNING ACTIVITIES**

Students meet as a seminar group for the first 6 weeks of the semester where class meetings, audiovisual presentations and discussions occur and individuals define learning contracts and map progress with their lecturer. A strong emphasis is placed on self-directed activity and learning. Students may communicate and present work by email as individual work progresses. Students also attend meetings with their lecturer to consult on report on progress within their learning contract. The class based activities resume in the last 2-3 weeks of the semester, where students report on their work to their peers as case studies of their development activities.

**CONTENT**

- Learning contracts and preparation of a proposed schedule of activities for the semester.
- Individually supervised work on further project development activity.
- Case study reports to the class

**ASSESSMENT****Assessment item 1: Learning Contracts**

<b>Objectives:</b>	a,
<b>Value:</b>	20%
<b>Due:</b>	Presented in seminar.5 & 6
<b>Task:</b>	Research and develop a learning contract and schedule for activities for project development.

**Assessment Criteria**

**Evidence of acceptable activities and learning outcomes as they relate to the needs of the project's development**

**Assessment item 2: Reports and Review.****Objectives:** a, b,**Value:** 40%**Due:** Week 8,11 & 12

**Task:** Student's do a presentation on their progress on projects to the class.

**Assessment Criteria**

Evidence that areas selected in the learning contract for the research have been investigated and covered in the report. Evidence that the student can critique their investigations in relation to how it has expanded their understanding of media arts practices or contexts.

Students consult with their lecturer and provide materials as indicated in their learning contracts as evidence of being on schedule and making appropriate in depth progress with their development activities.

**Assessment item 3: case Study on Developing a Media Production Project****Objectives:** a, b, c**Value:** 40%**Due:** Week 13, 14**Task:** students prepare a case study for class presentation on their learning outcomes and project development activities,**Assessment Criteria**

Evidence in the case study presentations that objectives have been achieved and submission of all pre-production materials.

**MINIMUM REQUIREMENTS**

Since class discussion and participation in activities form an integral part of this subject, you are expected to attend, arrive punctually and actively participate in scheduled seminars and case study presentations.

Approved learning contracts in relation to the tasks for project development.

**TEXTS AND REFERENCES**

Details to be provided in class