UTS:HUMANITIES AND SOCIAL SCIENCES

UNIVERSITY OF TECHNOLOGY SYDNEY

50198 Media Arts Project

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	300
Number of Credit points:	8
Prerequisites:	Completion of 16cp from MAP200 level and 8cp from 300 level Professional Strand
Grading:	Graded

HANDBOOK DESCRIPTION

MAP Project is a creatively demanding subject designed for students to produce a short media work informed by theoretical study. The work should demonstrate evidence of professional skills, critical analysis and creative problem solving. The project can be in any of the media arts: radio, sound, film, video, interactive media or performance and students are encouraged to explore possibilities in the convergence of media.

Students direct and produce their own project work but they are also able to work collaboratively. Students are also able to complete the subject by work on one or more media projects in other creative roles such as sound design, cinematography, editing, animation and web design.

MAP Project develops and consolidates student's professional skills. The subject also enables students to produce an industry entry-level calling-card/showreel/portfolio.

(**Please note**: students aiming to make film projects must provide for their own film stock and processing costs. There are also limits on the scope and duration of film projects to try and ensure that equipment and post-production resources are shared as fairly as possible. As a guide, a drama shot on 16mm film should not exceed 7 minutes).

CONTRIBUTION TO GRADUATE PROFILE

The subject enables students to:
* Gain conceptual and practical production experience in different forms, approaches, styles and genres.
* Consolidate industry entry-level technical and conceptual skills.
* Consolidate critical and creative skills.
* Consolidate skills in problem solving, communication and teamwork.
* Be self reliant and able to collaborate on media arts projects from conception to post production and presentation.
* Take up industrial and artisan roles in the media arts and production industries.

OBJECTIVES

At the completion of this subject students are expected to be able to:
a) Demonstrate their ability to take a short media production project from idea through all stages of production and postproduction.
b) Show evidence of their technical proficiency in chosen media production roles.
c) Critically evaluate their own and other's production work.
d) Critically appreciate the issues involved in collaborative work.
e) Possess a practical understanding of planning, preparation and problem solving skills necessary for media arts production.
f) Possess the basic disciplines and attitudes necessary for their own future projects and for professional work in the industry.

CONTENT

Students are required to undertake either an individual or collaborative project as producer/director or work on several projects in key technical roles.

Projects must be taken through all appropriate stages of development - from pre-production through production to completion for interactive media; fine cut for film or video projects; final sound mix for sound or radio pieces; or a variation defined by an individual learning contract negotiated with and approved by the lecturer.

As well as individual and group project work, the class meets in seminars and examines the following, as relevant to their particular project work:
- The idea and the pitch
- The synopsis, treatment and script
- The art of budgeting and scheduling
- Script analysis and script breakdowns
- The role of the 1st AD
- The role of the producer
- The role and responsibilities of the director
- Visual style
- Shot listing and story boarding
- Production Design
- Music and Sound design
- Permits, permissions, contracts and legal issues
- Casting, rehearsal & working with actors
- Editing
- Post production scheduling and management
- Alternative Post production paths
- Critical appraisal of rushes and work in progress
- Critical appraisal of finished work.

TEACHING AND LEARNING ACTIVITIES

Initially all students meet together as a class group to discuss project ideas, to form crews and creative teams, and to plan and prepare for project work. After a series of introductory seminars, student learning is primarily self-directed and is focused on project work. As a guideline this unit will involve at least 180 hours out of class work over 15 weeks. After projects go into production, students meet as a class group intermittently to discuss their progress and solve production problems concerned with scheduling, equipment and resources. Students also meet in small groups and as a class group to screen their work and critically discuss and evaluate its progress.

ASSESSMENT

This is a graded subject. The assessment is on-going and continuous throughout the semester. The main assessment criteria are the student's openness and willingness to learn, and the extent they are willing to collaborate and / creatively contribute. The assessment is *process* rather than *product* orientated. Therefore, a student may still pass the subject if they actively participate in the seminars and production processes, even though the end result of their project work may be technically and artistically flawed.

Students must satisfactorily complete within the semester either:
- A Short Media Project and a 1000 word Critical Analysis in which the student evaluates his or her process and results in relation to their original aims and objectives.

or

- A Showreel /Portfolio showcasing their creative and technical work (as specified by guidelines, or as negotiated by an individual learning contract) and a Critical Analysis /Report which critically evaluates conceptual and technical research and production work.

1. For Students Directing & / Producing a Project:

A project must be approved for feasibile by week 3 of semester. Feasibility will be judged by the lecturer and will take into account the schedule and scope of the project and the resources available to it.

As a guideline the maximum length for a project is usually:
- Drama: Video - 9 mins, Film – 5 mins
- Documentary: 10mins
- Experimental 16mm: 5 mins
- Animation: 2-3 mins

- Sound: 10 – 20 mins
- New Media - scope to be approved by lecturer.

Assessment item 1   Script / treatment / synopsis / budget / feasibility statement.

Objectives: 1,2,5,6
Value: 20%
Due: Week 2

Task: Students are to prepare the following documents for seminar discussion. The documents are the blueprints for project work later in the semester:
- A one paragraph synopsis.
- A Production budget and schedule.
- A full script (for drama projects)
- A detailed treatment (for documentary, experimental, sound, or new media).
- A Feasibility Statement that identifies the scope of the project, the resources required for the project, and the resources available to it. It should also include: aims /goals of the project; intended audience/market; rationale for the chosen format; key crew and their relevant experience; key production schedule; quantification and source of other key resources (other crew, cast, locations, copyright material…).

Assessment Criteria:
- Ability to produce a script / treatment / synopsis / budget / feasibility statement for a short media production project.
- Understanding of planning, preparation and problem solving skills necessary for media arts production.
- Understanding of the basic professional disciplines and attitudes necessary for media arts production.
- Demonstrated ability to meet planning deadlines and plan professionally for the production process.

Assessment item 2   Project Presentation

Objectives: 3,4
Value: 10%
Due: Week 14
Task: To present project work to class and critically evaluate and discuss peers work.

Assessment Criteria:
- Ability to listen and work collaboratively.
- Ability to critically assess and reflect on results of project work.
- Contribution to class discussion and to the projects of class members
- Ability to succinctly and coherently present project while reflecing on content & process.

Assessment items 3 Critical Analysis / Report

Objectives: 3,4,5
Value: 10%
Due: Week 14
Task: To present a 500-1000 word Critical Analysis in which the student evaluates his or her process and results in relation to their original aims and objectives.

Assessment Criteria:
- Ability to critically evaluate their own and other's production work.
- Ability tocritically appreciate the issues involved in collaborative work.
- Ability to understand the importance of planning, preparation and problem solving skills necessary for media arts production.
- Understanding of the basic professional disciplines and attitudes necessary for media arts production.
- Demonstrate an understanding of the successes & failures of a project or production process.

Assessment Task # 4– Project work

Objectives: 1,2,3,4,5,6
Value: 60%

Due: Project work is due at the end of semester and evaluation of work is on-going throughout semester.

Task: To direct and produce project work or work on one or more media projects in other creative roles such as sound design, cinematography, editing, animation and web design.

Assessment Criteria:
- Ability to take a short media production project from idea through all stages of production and postproduction.
- Evidence of their technical proficiency in chosen media production role.
- Ability to critically evaluate their own and other's production work.
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- Ability to understand the importance of planning, preparation and problem solving skills necessary for media arts production.
- Understanding of the basic professional disciplines and attitudes necessary for media arts production.
- Ability to contribute creatively & constructively to the production of a media project.

2. For students completing the subject in other creative roles
The required number of projects the required number of projects to work on and successfully complete the subject are:
- Producer:1-2
- Production Manager: 2
- DOP: 2-3
- Camera Operator: 3
- Sound Recordist: 3
- Sound Designer / sound editor / mixer: 2
- Editor: 2
- Continuity: 3
- Production designer / art director: 2-3
- Gaffer: 4
- Digital media crew: by negotiation with lecturer
- Other combinations: by negotiation with lecturer

Assessment item 1   Pre –production research, report, presentation
Objectives: 1, 4,5
Value: 20%
Due: Week 4
Task: To demonstrate the students involvement in the planning and preparation stages as determined by their crew role and negotiated with the lecturer.
Assessment Criteria:
- Ability to take a short media production project from idea through all the stages of pre-production relevant to chosen production role.
- Ability tocritically appreciate the issues involved in collaborative work.
- Ability to understand the importance of planning, preparation and problem solving skills necessary for media arts production.

Assessment item 2   Project Progress Report.

Objectives: 2,3,4
Value: 10%
Due: Weeks 8-14 (deadline varies depending on production schedule/ individual learning contracts).
Task: To present and critically discuss and evaluate individual and peers project work.

Assessment Criteria:
- Evidence of technical proficiency in chosen media production role.
- Ability to critically evaluate their own and other's production work.
- Ability tocritically appreciate the issues involved in collaborative work.

Assessment item 3 Critical Analysis / Report
Objectives: 3,4,5
Value: 20%
Due: Week 14

Task: To present a 1500 word Critical Analysis in which the student evaluates his or her process and results in relation to their original aims and objectives.

Assessment Criteria:
- Ability to critically evaluate their own and other's production work.
- Ability tocritically appreciate the issues involved in collaborative work.
- Ability to understand the importance of planning, preparation and problem solving skills necessary for media arts production.

Assessment item 4   Project work

Objectives: 1,2,3,4,5,6
Value: 50%
Due: On-going from week 5 to end of semester.
Task: To work on one or more media projects in creative roles such as sound design, cinematography, editing, animation and web design.

Assessment Criteria:
- Ability to take a short media production project from idea through all stages of production and postproduction.
- Evidence of their technical proficiency in chosen media production role.
- Ability to critically evaluate their own and other's production work.
- Ability tocritically appreciate the issues involved in collaborative work.
- Ability to understand the importance of planning, preparation and problem solving skills necessary for media arts production.
- Understanding of the basic professional disciplines and attitudes necessary for media arts production.

MINIMUM REQUIREMENTS
- Students are required to attend all scheduled classes unless otherwise agreed by lecturer. They are expected to fully participate in seminar discussions and out-of- class project production work as required.
- All items of assessment must be successfully completed unless negotiated otherwise in individual learning contracts.
- Students are expected to fulfil crew obligations adhering to industry accepted standards of safety, punctuality and reasonable levels of commitment.

TEXTS AND REFERENCES
Essential Reading:
Media Centre Survival Guide
Subject reader

Suggested Reading:
Billups, Scott *Digital Moviemaking The Filmmaker's Guide to the 21st century* Focal Press, 2001
Dancyger, Ken *The World of film and video Production- aesthetics and practices* , Harcourt Brace & Co. , 1999
Katz, Steven *Shot by Shot Film Directing: Visualising from Concep t to Screen*. Michael Wiese Productions, 1991
Katz, Steven *Film Directing: Cinematic Motion* Michael WieseProductions, Michigan 1997
Lumet, Sydney *Making Movies* Alfred A. Knopf, 1995
Mamet, David *On Directing Film*. Faber & Faber, London 1991
Murch, Walter *In The Blink of an Eye* AFTRS, Sydney, 1992
Rabiger, Michael *Directing:Film Techniques and Aesthetics* 2nd Ed Focal Press, Boston, 1997
Tarkovsky, Andrei *Sculpting in Time*, University of Texas Press, Austin, 1986
Vineyard, Jeremy. *Setting Up Your Shots Great Camera Moves Every Filmmaker Should Know*. Michael Wiese Productions, Studio City CA 2000
Weis, Elizabeth and Belton, John (eds) *Film Sound: Theory and Practice*. Columbia University Press, New York 1985
Wheeler, Paul *Digital Cinematography*, Focal press 2001
Weston, Judith *Directing Actors*, Michael Weise Productions, Michigan 1996.