

SUBJECT DESCRIPTION

50116 /50247 Media Arts and Production 1

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Subject No and Name:	
Level:	100 level
Number of Credit points:	6cp/8cp
Prerequisites:	None
Grading:	Graded

HANDBOOK DESCRIPTION

This subject is designed for people who have no or little experience with the theories of the media arts and no or little media production experience. First semester is a time for play and experimentation and learning to work collaboratively. Lectures and tutorials explore non-narrative concepts and work in sound and film and video with reference to hybrid or convergent forms of media practice. Students gain hands on experience in the tutorials with digital camera techniques and digital audio recording techniques. Allied workshops teach basic digital audio and video post-production techniques. Through two small production exercises students gain experience of taking concepts to both on-screen and sound/audio presentation. In-class presentations/essays help students gain analytical skills in relationship to issues in media. This subject and Media Arts and Production 2 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 1 of the introduction to the broad range of media arts creative concepts and work practices of 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:

- a) Develop skills and recognize the importance on working collaboratively
- b) Understand non-narrative approaches to media making and develop media in a non-narrative way
 - c) Understand theories of media production and post-production and implement them creatively and professionally
 - d) Work efficiently and effectively to meet specific production deadlines
 - e) Listen critically and interpret visual styles across a range of genres
 - f) Reflect critically and constructively on a range of media

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 project s. It is also the place for debriefing and feedback on work produced. It is also used to introduce technical and workshop activities, and for in-class presentations. The workshops allow students to gain basic technical proficiency with video and sound production and postproduction technologies through short academically directed activities.

CONTENT

- Shot camera and frame
- Non narrative concepts and technique
- Introduction to Documentary
- Production planning
- Mise en scène, Editing and Montage
- Ways of Listening
- Sound Design
- Creative production work on a short video and a sound production exercise
- An in-class presentation or essay
- Camera and editing techniques
- Sound recording and mixing techniques.

ASSESSMENT

Assessment item 1: Experimental Sound production exercise - Individual

Objectives: b, c, d, e f

Value: 40%
Due: Week 8
Task: Working to a given production brief students develop and produce a sound exercise of no longer than 2 minutes .

Assessment Criteria

- **Evidence of engagement with the themes of the brief**
- **Degree of creativity**
- **Degree of technical proficiency**
- **Demonstrated ability to production plan**
- **Meeting production specifications, objectives and task**

Assessment item 2:

Non narrative video production exercise - Group

Objectives: a, b, c, d, e, f

Value: 40%

Due: Week 14

Task: Working in small groups to a given production brief students produce a video exercise on a non-narrative theme of no longer than 4 minutes.

Assessment Criteria

- Degree of engagement with the theme
- Degree of experimentation
- Degree of technical proficiency
- Evidence of contribution to group

Meeting production specifications, objectives and tasks

- group assessment

Assessment item 3:

In class presentation (15 min) or essay (up to 1000 words)

Objectives: b, c, d, e, f

Value: 20%

Due: Week 10-11

Task: Students develop, write and present a short in-class presentation or essay based upon given media topics

Assessment Criteria

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

MINIMUM REQUIREMENTS

Attendance is particularly important in this subject because it is based on a collaborative approach which involves essential workshopping 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 non narrative exercise.

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

Since class discussion and participation in activities form an integral part of this subject, students re expected to attend, arrive punctually and actively participate in classes. Should students experience difficulties fulfilling this requirement, they are advised to contact their lecturer

TEXTS AND REFERENCES

Kahn, D. (1999). *Noise, water, meat : a history of sound in the arts*. Cambridge, Mass: MIT Press.

Gillezeau, M., & Parsons, N. (Eds.). (2004). *Hands on : a practical guide to production and technology in film, TV and new media*. Sydney: Currency Press.

Bordwell, D. & Thompson, K. (2001). *Film art : an introduction* (6th edition). New York: McGraw-Hill.

MacDonald, S. (2001). *The garden in the machine : a field guide to independent films about place*. Berkeley: University of California Press.