

School of Media Arts – Coursework review – BDM

Recommendations - Rationale

The School of Media Arts noted the difficulty and the problematic nature of reviewing a degree that was only in its fifth semester. This was seen as an academically dysfunctional request.

The nature of the BDM program and the digital environment it inhabits demands continual reappraisal and expert evaluation, something acknowledged by the chair of the UNSW undergraduate committee. Course work review is an evolutionally process that has proceeded, and will continue to proceed, out side this review process. Commencing in 2000, the degree structure has been reviewed and changed in, 2001, 2002 and 2003.

COFA has failed in its obligation to appropriately establish the new degree. The BDM is inadequately staffed, has inadequate space allocation and has an inadequate technical infrastructure. The coursework review has failed to address any of these issues.

COFA's inability to enact forward strategic planning has hampered the development of existing programs and the newly introduced programs. The COFA site is over crowded. This over crowding has impeded the academic programs. There is no point moving through a course work review process and not having the physical infrastructure to successfully implement the course changes. Some flexible course work delivery strategies will not possible without appropriate facilities management.

In the view of the School of Media Arts, the course work review structure was /is problematic, providing a very narrow range of academic guidance, ie the Academic Dean, the chair of the postgraduate committee and the chair of the undergraduate committee all holding Dip. Art Education or Dip. Education degrees. This range of academic qualifications can only be described as myopic and fails to represent the diversity of practice that COFA allegedly represents.

The 2:1 model is accepted as important for course flexibility and the Degrees relationship to UNSW. Given the program structure of the BDM, the 2:1 model is not perceived as a problem, the extra 2UOC will acknowledge the workload of a BDM student. The BDM student will have on average 12 hours of contact for 24 UOC.

The Coursework review has permitted the development of a more flexible model for students. The new programme schema will permit a student to design a programme to suit their needs within digital media practice. The BDM is structured to give students a thorough grounding of fundamentals in digital media practices.

1. Image making (2D & 3 D)
2. Moving image (DVD, Digital Video & Animation)
3. Audio (music, spatial & sound track)
4. Interactive (Web- CD- interactive media)
5. Theory (Narrative- Screen Culture- Semiotics)

A major problem resolved by the Course work review was the intensity of the educational experience inflicted on the students in their session 4, this pressure has been elevated with the new program structure. Now their 4th session students have elective offerings.

The school and industry professionals acknowledge the necessity for some sequenced learning within the above mentioned streams.

The course electives are:	(prerequisites or equivalent)
SOMA3615 Sound Media 2	prerequisite SOMA2602 Sound Media
SOMA2858 Narrative & Gameplay	N/A
SOMA3609 3D - Graphics & Animation	prerequisite SOMA 2609 3D Modelling
SOMA2606 Multimedia Authoring 2	prerequisite SOMA 2607 Multimedia
SOMA3608 Digital Comp 3	prerequisite SOMA2608 Digital Comp2
SARTxxxx Sound Media 3	prerequisite SOMA3615 Sound Media 2
SOMA2610 Writing For Digital Media	N/A
SOMA1602 Lighting	N/A

The five designated media streams within the BDM can be accessed by students outside of the BDM - for example, the interactive stream would move students from Web Design to Multi Media 1 and then onto Multi Media 2, or for example 3D modelling the 3D Animation.

The majority of the BDM subjects are conducted in the lecture-tutorial format. Adding one extra tutorial group could permit students outside the degree to access various program streams within the BDM. With the new 6UOC waiting, this could include Masters coursework students across UNSW.

Core subjects requiring prerequisites or equivalent:

SOMA3610 Digital Studio	prerequisite a full range of 2 nd year subjects
SOMA 3611 Industry placement	prerequisite a full range of BDM subjects
SOMA 3603 Video 2 motion graphics	prerequisite SOMA1603 Dig Video 1
SOMA3609 3D Graphics & animation	prerequisite SOMA 2609 3D Modelling
SOMA2608 Digital Comp 2	prerequisite SOMA1608 Dig Comp 1
SOMA2606 Multimedia Authoring 2	prerequisite SOMA 2607 Multimedia Authoring 1
SOMA3615 Sound Media 2	prerequisite SOMA2602 Sound Media 1

SOMA Digital composite one 8 UOC, has been moved from 4UOC to 8UOC. Now incorporated into the subject are class examinations, a course restructure to incorporate lighting and image making fundamentals.

SOMA 3603 Video 2 motion graphics 8 UOC, has been moved from 4UOC to 8UOC. Now incorporating extended motion graphics theory and practice moved from 3 to 4 hours.