

## CMNS1100: Foundations of Media Production

Singapore PSB

Trimester 2 - 2024 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

### Course Description

The creation of audio-visual content involves two main processes: the capture and/or creation of images and sounds, and the editing together of these to form coherent narratives for creative, commercial or journalistic purposes. This course introduces students to the underlying principles of audio-visual storytelling through the analysis, deconstruction and reconstruction of pre-existing, best practice content in the post-production environment. Students will be introduced to the history, core principles and “grammar” of content creation, producing re-mixed versions of audio-visual content using industry standard workflows. Through a series of lectures and computer laboratory workshops, students will learn technical skills, and create short content and aesthetic experiences, applying digital audio and video editing techniques in the production of media projects.

### Academic Progress Requirements

Nil

### Contact Hours

#### Singapore PSB

##### Lecture

Face to Face On Campus

1 hour(s) per week(s) for 12 week(s)

##### Tutorial

Face to Face On Campus

2 hour(s) per week(s) for 12 week(s)

### Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

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# CONTACTS

<b>Course Coordinator</b>	<b>Singapore PSB</b> Mr Kin Wong Kin.Wong@newcastle.edu.au Consultation: By email
<b>Teaching Staff</b>	Mr Jason Koh Jason.Koh@newcastle.edu.au Consultation: In class or by email
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# SYLLABUS

<b>Course Content</b>	<ol style="list-style-type: none"><li>1. Introduction to communication using audio and video.</li><li>2. The historical development of media production principles.</li><li>3. Characteristics of sound and listening.</li><li>4. Critical viewing of stored moving images.</li><li>5. Audio-visual narrative concepts and applications.</li><li>6. Digital editing terminology, concepts and techniques.</li></ol>
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Identify conventions of classical and alternative approaches to audio and video production.</li><li>2. Analyse how audio and video production elements are used in the construction of screen-based narratives.</li><li>3. Curate and edit audio and video to produce new content.</li></ol>
<b>Course Materials</b>	Available on CANVAS

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	6 May	Introduction & welcome; Film form and the grammar of moving images and sound. Attributes of image & sound	Introduction to the tutorial lab. Recap basic grammar of filmmaking. Group deconstruction of a scene (led by Tutor) Tutorial exercise (in pairs): scene analysis & presentation to class. How to subscribe to and use Lynda.com	
2	13 May	The relationship between production & narrative elements	Recap differences between production & narrative elements. Group deconstruction of a scene into narrative & production elements. Introduction to Assessment 1 and allocation of movie scenes to students. Use of video editing software to start Assessment 2. (Overview of interface, create project, settings & file management, import clips, timelines and basic cuts).	
3	20 May	Principles of narrative structure	Recap principles of narrative structure Group deconstruction of a short film narrative (led by Tutor) Continue with video editing software Assessment 2 (basic transitions, adding text, output & export of files)	<b>Assessment 1a Film Form Quiz</b> Based on Lectures 1-3 in class
4	27 May	The Classic cinematic form: Hollywood	<b>Collect Assessment 2 in class (not screened)</b> Recap Classic Hollywood form Continuity Editing exercise: edit a drama scene from the short film <i>Waiting For Robbo</i> – with multiple takes/angles; problem solving continuity errors.	<b>Assessment 2 DUE Scene Analysis in class</b>
5	3 Jun	Principles and attributes of video editing	Recap continuity editing principles. Introduction to Assessment 3. Form groups (pairs). Allocation of projects & discussion of project briefs. Watch & deconstruct music videos.	
6	10 Jun	Associational Editing & Montage theory	Recap associational editing theory. Continue with video editing software for Assessment 3 (adding music, using sound files, pacing and rhythm in action: editing to the beat)	
<b>Recess</b>				
7	24 Jun	Alternative forms of film – experimental cinema	Final video editing tutorial. The fine cut: how to develop consistent pacing, levels, and rhythm. Problem solving for Assessment 3.	<b>Assessment 1b Video Editing Quiz</b> Based on Lectures 4-7 in class
8	1 Jul	Recap Lecture	<b>Screen and review Assessment 3 in class.</b>	<b>Assessment 3 DUE Video Mashup in class</b>
9	8 Jul	Introduction to sound: principles & acoustics.	Processes of planning & producing audio projects. Outline Assessment 4. How to write a creative concept. Introduction to digital audio editing software (settings; establishing a project; waveforms, importing files) Introduction to sound clips available for Soundscape	
10	15 Jul	The Soundscape	Continue with Soundscape project: Import and review audio files for soundscape; cutting up and moving clips.	
11	22 Jul	Sound & Protocols	Continue with Soundscape project: Mixing and reducing mono-multi-track to stereo; output of files. Review of creative concepts	
12	29 Jul	Sound & Protocols	Continue with Soundscape project: output of files.	<b>Assessment 1c Audio Quiz</b> Based on Lectures 9-12 in class. <b>Assessment 4 DUE Soundscape in class</b>

13	5 Aug		
<b>Examination Period</b>			
<b>Examination Period</b>			

# ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Theory Quiz x 3	Weeks 3, 7, 12 in class	Individual	25%	1, 2
2	Scene Analysis	Week 4 in class	Individual	25%	1, 2
3	Video Mashup	Week 8 in class	Group	25%	1, 2, 3
4	Soundscape	Week 12 in class	Group	25%	1, 2, 3

**Late Submissions** The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

## Assessment 1 - Theory Quiz x 3

<b>Assessment Type</b>	Quiz
<b>Description</b>	A mix of multiple choice and short-answer questions. These three quizzes will cover the material presented in the lectures. Quizzes will be conducted online at specific dates/times to be announced on Blackboard.
<b>Weighting</b>	25%
<b>Length</b>	8 Questions in 20 mins
<b>Due Date</b>	Quizzes will be held in week 3, 7 and 12 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Online
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment.

## Assessment 2 - Scene Analysis

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Deconstruct the opening scene of a movie, describing the production elements in each shot and explaining how they contribute to the narrative. This task is to be completed using non-linear editing software to identify every shot/cut in the scene, and annotating your analysis using text.
<b>Weighting</b>	25%
<b>Length</b>	2 – 3 mins
<b>Due Date</b>	Week 4 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Online
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment.

## Assessment 3 - Video Mashup

<b>Assessment Type</b>	Project
<b>Description</b>	Using video and audio files provided, create a unique video mashup
<b>Weighting</b>	25%
<b>Length</b>	2 – 3 mins
<b>Due Date</b>	Week 8 in class

<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Online
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment.

## Assessment 4 - Soundscape

<b>Assessment Type</b>	Project
<b>Description</b>	Prepare production planning documentation and then Mix a short soundscape from a collection of audio files.
<b>Weighting</b>	25%
<b>Length</b>	2 – 3 mins
<b>Due Date</b>	Week 12 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Online
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment.

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

## Communication Methods

Communication methods used in this course include:

- Blackboard Course Site: Students will receive communications via the posting of content or announcements on the Blackboard course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face-to-face meetings or supervision.

## Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

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<b>Oral Interviews (Vivas)</b>	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <a href="#">Oral Examination (viva) Procedure</a> . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none"><li>1. the assessment item is a major assessment item; or</li><li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li><li>3. you are requesting a change of placement; or</li><li>4. the course has a compulsory attendance requirement.</li></ol> <p>Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a></p>
<b>Important Policy Information</b>	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures">https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures</a> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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