

## CMNS1240: Commercial Social Media Production

Singapore PSB

Trimester 2 - 2024 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

**Course Description** The ability to accurately record and edit audio and video material is a foundational skill for people working in the media and the broader creative industries. Through the development of content using mobile technology, students will learn the professional and technical skills required to record and edit media projects for a range of media platforms. Through hands on experience, and using industry standard documentation students will plan, record and edit material on a mobile device for a media project that demonstrates the skills and knowledge required to construct narratives by capturing content. Each media project will require students to liaise with a client such as a business, charity, or organisation, and produce content for possible use on social media platforms. Video editing software instruction to be completed via LinkedIn Learning.

**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 Faizola Nordin Faizola.Binnordin@newcastle.edu.au Consultation: In class or by email
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# SYLLABUS

<b>Course Content</b>	Topics will include: <ul style="list-style-type: none"><li>• Introduction to audio and video capture using mobile devices.</li><li>• Introductory media production recording techniques for fast turnaround content environments.</li><li>• Pitching to clients, and client liaison until approval.</li><li>• Audio and video digital formats and file management.</li><li>• Digital capture terminology, concepts and techniques.</li><li>• Introductory editing and mixing for narrative and non-narrative storytelling.</li><li>• Planning and producing media products and project.</li></ul>
<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. Record, edit and mix audio content for various platforms using mobile and bring-your-own-technology;</li><li>2. Record and edit screen content for various platforms using mobile and bring-your-own-technology;</li><li>3. Plan and record material for projects that combine audio and screen content;</li><li>4. Competently assess copyright laws, and risk and WHS requirements for professional field practice.</li><li>5. Work with clients to obtain approval for concepts and final video edit</li></ol>
<b>Course Materials</b>	Available on CANVAS

# COMPULSORY REQUIREMENTS

In order to pass this course, each student must complete ALL of the following compulsory requirements:

**Contact Hour Requirements:**

- NA

**Course Assessment Requirements:**

- Assessment 2 - Reflection on Field Audio and Screen Recording: Submit assessment item - Must submit this assessment to pass the course.

**Compulsory Placement and WHS Requirements:**

- NA

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	6 May	Introduction to Mobile Media Making – Stages of Production and Equipment Requirements	Initial discussion about coursework requirements	
2	13 May	Conceptualising the Video Topic and Approach to Interview	Firming up on video concept	
3	20 May	Mobile Filming Fundamentals	Planning the shots	
4	27 May	Mobile Editing Fundamentals	Editing Stage	
5	3 Jun	In class screening and critique	Critique and reflection	ASSESSMENT 1: Audio and Screen Recording in the Field - 20% in class
6	10 Jun	Introduction to commercially produced mobile media. Exploration of various genres.	Preparation for Assessment 4	ASSESSMENT 2: Reflection on Field Audio and Screen Recording - 20% in class
<b>Recess</b>				
7	24 Jun	Preproduction, Scripting & Storyboarding.		
8	1 Jul	Pitching to Clients	Mock Pitch	
9	8 Jul	Framing, Shot Selection & Composition		
10	15 Jul	Desktop Editing Techniques		
11	22 Jul	Colour Grading, Audio Post-production & interim feedback.	Consultation	ASSESSMENT 3: Final Project Work-In-Progress and Reflection - 30% in class
12	29 Jul	In-class Screening & Final Critique		ASSESSMENT 4: Final Project - 30% in class
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	Audio and Screen Recording in the Field	Week 5 – In Class	Individual	20%	1, 3
2	Reflection on Field Audio and Screen Recording*	Week 6 – In Class	Individual	20%	2, 3
3	Field Project	Week 11 – in Class	Individual	30%	1, 2, 3, 4, 5
4	Field Project Work-In-Progress and Reflection	Week 12 – in Class	Combination	30%	3, 4

\* This assessment has a compulsory requirement.

## 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 - Audio and Screen Recording in the Field

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Create a basic documentary style video for online distribution. Feature a person speaking on-camera about the topic chosen License-free music track to be added. Intercut interview with cutaway footage of the subject matter End with a tag featuring a website and/or address. Completed video should be subtitled
<b>Weighting</b>	20%
<b>Length</b>	60 Sec
<b>Due Date</b>	Week 5 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 NOT be given the opportunity to reattempt this assessment.

## Assessment 2 - Reflection on Field Audio and Screen Recording

<b>Assessment Type</b>	Journal
<b>Description</b>	Write 300-500 words reflecting on the experience of producing assessment 1. Outline the technical and creative successes, and where improvements will be made in the next production.
<b>Weighting</b>	20%
<b>Compulsory Requirements</b>	Submit assessment item - Must submit this assessment to pass the course..
<b>Length</b>	300 – 500 words
<b>Due Date</b>	Week 6 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 - Field Project

<b>Assessment Type</b>	Project
<b>Description</b>	Create a 60 second creative viral video for a business, charity, organization, or product. It must: <ul style="list-style-type: none"><li>- be designed to go viral.</li><li>- be a conceptually inventive creative concept.</li><li>- produce an emotional reaction in the viewer to motivate action – e.g. to purchase a product, buy tickets to an event, donate to a charity, etc.</li><li>- Fit multiple social media aspect ratios: 16x9, 1x1, 9x16 (submit 3 videos)</li></ul> Must include synch audio. End with a tag featuring a website and/or address. Completed video must have subtitles to match the voiceover. Students must liaise with a client representative to ascertain their promotional requirements.
<b>Weighting</b>	30%
<b>Length</b>	3 x 60 sec

<b>Due Date</b>	Week 11 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 NOT be given the opportunity to reattempt this assessment.

## Assessment 4 - Field Project Work-In-Progress and Reflection

<b>Assessment Type</b>	Project
<b>Description</b>	Detailed outline for creation of final assessment. Should include a script, storyboard, and key contacts.
<b>Weighting</b>	30%
<b>Length</b>	600 - 1000 words
<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 NOT 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:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas 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

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improvement.

**Oral Interviews (Vivas)** 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 [Oral Examination \(viva\) Procedure](#). 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 [Student Conduct Rule](#).

**Academic Misconduct** 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 <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse Circumstances** 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:

1. the assessment item is a major assessment item; or
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;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:  
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy Information** 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 <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> 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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