MDIA1000

Working with Time, Space and Experience

Term 3, 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Brigid Costello	bm.costello@unsw.edu.au	Please arrange a meeting time via email	WB231F	9385 6805

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.

Image courtesy of the Office of the Pro Vice-Chancellor Indigenous UNSW's Indigenous strategy

Course Details

Units of Credit 6

Summary of the Course

Creating a media production involves thinking about time, whether it is a single moment captured in time or the movements of visuals and sounds across time. It involves considering space and the way that elements can be composed and layered across multiple dimensions. It also involves paying close attention to the experience of your audience. In this hands-on production course, you will work with time, space and experience as you learn and practice fundamental concepts and techniques of graphic design, animation and interaction design. Working on creative projects you will learn strategies for developing concepts, communicating ideas, solving problems and improving skills. The skills, strategies, concepts and techniques you explore in this course will provide a solid foundation for your level 2 and 3 Screen and Sound production courses.

Course Learning Outcomes

1. apply foundational principles in graphic design, animation and/or interaction design within a creative media production project.
2. creatively solve problems when developing media productions.
3. communicate ideas through media production.
4. engage in independent and reflective learning.

Teaching Strategies

This hands-on practice-based course will introduce you to the skills, processes and design thinking required to create media productions. Each week, the lecture will introduce you to key design principles and strategies. These will be linked with associated practical skills that you will learn in the tutorial-laboratory. Finally, you will explore both your skills and your design thinking to complete a practical creative task in the studio class. This course will also focus on developing your strategies for learning new creative concepts and skills. To have a self-directed approach to learning is essential for any media producer working in an industry where the required tools and techniques are project dependent and can change year by year.

Assessment

There are three assessment tasks to complete. You must complete and hand in all three tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments.

See the course website on Moodle for full assignment task descriptions, marking criteria and submission instructions.

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Weekly Activities	20%	Weekly deadlines	4
2. Graphic Design Task	30%	11/10/2021 10:00 AM	1, 3
3. Interaction Design Task	50%	22/11/2021 10:00 AM	1, 2, 3

Assessment 1: Weekly Activities

Due date: Weekly deadlines

Single-attempt multiple choice or short answer activities. Feedback via course LMS.

Assessment 2: Graphic Design Task

Due date: 11/10/2021 10:00 AM

Sequence of images. Feedback via course LMS

Assessment 3: Interaction Design Task

Due date: 22/11/2021 10:00 AM

Short interactive animation with sound.

Feedback via course LMS.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings. Attendance records will be taken at tutorial laboratories and studio classes.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 13 September - 17 September	Lecture	**Design Elements and Principles**
	Tut-Lab	Introduction to Photoshop
	Studio	Communicating with composition
Week 2: 20 September - 24 September	Lecture	**Typography, Colour and Composition**
	Tut-Lab	Selecting, transforming, drawing shapes and lines, and creating type in Photoshop.
	Studio	Communicating with shapes. Using colour. Designing with type.
Week 3: 27 September - 1 October	Lecture	**The Graphic Design Task**
	Tut-Lab	Introduction to Unity 2D. Creating graphics for Unity 2D Environments.
	Studio	Creating your first Unity 2D project.
Week 4: 4 October - 8 October	Lecture	**Making Things Move**
	Tut-Lab	Animating in Unity.
	Studio	Communicating through movement. Developing a look and feel.
Week 5: 11 October - 15 October	Lecture	**Storytelling with Audio**
	Tut-Lab	Working with sound in Unity. Adding lights. Advanced animation techniques.
	Studio	Developing a sound design.
Week 6: 18 October - 22 October	Homework	Break week. No lecture, tute-labs or studios.
Week 7: 25 October - 29 October	Lecture	**Interaction Design Principles**

	Tut-Lab	Working with the simplest scripts in the Script Toolbox.
	Studio	Creating a meaningful interaction.
Week 8: 1 November - 5 November	Lecture	**Experience Design**
	Tut-Lab	Working with the advanced scripts in the Script Toolbox.
	Studio	Creating an engaging interactive experience.
Week 9: 8 November - 12 November	Lecture	*No Lecture - Debug consults.*
	Tut-Lab	Debug session for playtest
	Studio	Playtest Interactive Project.
Week 10: 15 November - 19 November	Lecture	*No lecture - project consults*
	Tut-Lab	Debug session for final hand-in
	Studio	Final debug and hand-in

Resources

Prescribed Resources

All course resources are available via the course website on Moodle.

Recommended Resources

A list of recommended resources is also available on the course website on Moodle.

General UNSW IT information and support is available here:
https://www.myit.unsw.edu.au/services/students

ELearning support is available here:
https://student.unsw.edu.au/elearning

How to set yourself up to study remotely at UNSW is here:
https://www.myit.unsw.edu.au/services/students/getting-ready-study-remotely

A list of the many kinds of UNSW support serivices for students can be found here:
https://student.unsw.edu.au/support

Course Evaluation and Development

Student evaluative feedback on the course is gathered every year. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. The course website will announce any changes that have been made based on last year's feedback.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices

The [UNSW Academic Skills support](#) offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library has [the ELISE tool](#) available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study. Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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