Unit Outline 2014
Faculty of Arts and Design

Cross Media Production
7879
This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)*

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)*

c) Any additional information specified in section 6h.

### 1: General Information

<table>
<thead>
<tr>
<th>1a</th>
<th>Unit title</th>
<th>Cross Media Production</th>
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</thead>
<tbody>
<tr>
<td>1b</td>
<td>Unit number</td>
<td>7879</td>
</tr>
<tr>
<td>1c</td>
<td>Teaching Period and year offered</td>
<td>Semester 1 2014</td>
</tr>
<tr>
<td>1d</td>
<td>Credit point value</td>
<td>3cp</td>
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<tr>
<td>1e</td>
<td>Unit level</td>
<td>3</td>
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</tbody>
</table>
| 1f | Unit Convener | Mitchell Whitelaw  
   [mitchell.whitelaw@canberra.edu.au](mailto:mitchell.whitelaw@canberra.edu.au)  
   rm 9C12  
   ph (02) 6201 5184 |
| 1g | Administrative contact details | TBA |
2: Academic Content

2a Unit description and learning outcomes

This unit will examine the forms, cultures and practices of cross-media or hybrid production, where producers use multiple technologies, media forms, and modes of audience interaction to deliver a single work. Students will consider and evaluate the relationships between media elements and participatory audiences that characterise such works, and develop a critical understanding of current practice and theory in cross-media production. Students will apply that understanding working in collaborative teams to integrate networked, linear and interactive elements into prototype cross-media projects.

Learning Outcomes
On completion of this unit students will be able to demonstrate:

1. a critical understanding of the practice and theory of cross-media production;
2. an ability to select and integrate media forms and elements appropriate to a cross-media project;
3. an ability to design a media project for an active, participatory audience; and
4. an ability to work collaboratively to develop a cross-media product.

2b Generic skills

The University of Canberra Generic skills and attributes for graduates are defined in the Generic Skills and Attributes of Graduates of University of Canberra Coursework Courses Policy at

This unit addresses the following generic skills and attributes from the UC list:

1. Communication
The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

2. Analysis and inquiry
The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way

3. Problem solving
The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions

4. Working independently and with others
The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to work collaboratively

2c Prerequisites and/or co-requisites

Prerequisite: A minimum of 12 credit points from the Advanced Media Arts major (Restricted), or a completed minor in Media Arts.
3: Delivery of Unit and Timetable

3a Delivery mode
Standard Face-to-face plus online.

3b Timetable of activities

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 17 Feb</td>
<td>Introduction – Why Cross Media Matters</td>
<td>No Workshops</td>
</tr>
<tr>
<td>2 24 Feb</td>
<td>Defining Cross Media Production</td>
<td>What is Cross Media? Selecting a Case Study</td>
</tr>
<tr>
<td>3 3 March</td>
<td>Cross Media Case Studies</td>
<td>Case Study Research &amp; Development</td>
</tr>
<tr>
<td>4 10 March</td>
<td>No Lecture</td>
<td>Student Presentations: Cross Media Case Studies</td>
</tr>
<tr>
<td>5 17 March</td>
<td>No Lecture</td>
<td>Project Development: Team formation, concepts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and strategies</td>
</tr>
<tr>
<td>6 24 March</td>
<td>No Lecture</td>
<td>Project Development: Feedback on Draft</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proposals</td>
</tr>
<tr>
<td>7 31 March</td>
<td>No Lecture</td>
<td>Student Presentations: Project Proposals</td>
</tr>
<tr>
<td>8 7 April</td>
<td>NON TEACHING</td>
<td>BREAK</td>
</tr>
<tr>
<td>9 14 April</td>
<td>No Lecture</td>
<td>Student Presentations: Works in Progress</td>
</tr>
<tr>
<td>10 21 April</td>
<td>No Lecture</td>
<td>Project Production &amp; Review</td>
</tr>
<tr>
<td>11 28 April</td>
<td>No Lecture</td>
<td>Project Production &amp; Review</td>
</tr>
<tr>
<td>12 5 May</td>
<td>No Lecture</td>
<td>Project Production &amp; Review</td>
</tr>
<tr>
<td>13 12 May</td>
<td>No Lecture</td>
<td>Student Presentations: Cross Media Prototypes</td>
</tr>
</tbody>
</table>
4: Unit Resources

4a Lists of required texts/readings

Theories and Definitions of Cross Media Production


Examples, Case Studies and Analyses

Christy Dena, “Filmmakers that Think Outside the Film” the Workbook Project (n.d.) Available: http://workbookproject.com/pov/filmmakers-that-think-outside-the-film/


James Carter, “The Transmedia of Fringe” (February 2013) http://onemuse.com/2013/02/01/the-transmedia-of-fringe

4b Materials and equipment

For the purposes of completing this unit, students will have access to a range of portable production equipment from the Faculty Media Resource Centre. Access to this equipment is subject to the loan conditions of the Centre.

4c Unit website

To find your unit site online, login to LearnOnline(Moodle) using your student ID. Note that your unit site has a profiles page that displays your name and email address for the benefit of other students. If you prefer to hide your email address, click here for instructions.
5: Assessment

5a Assessment overview

<table>
<thead>
<tr>
<th>Assessment item</th>
<th>Due date of assignments</th>
<th>Weighting</th>
<th>Learning outcome(s)</th>
<th>Generic skill(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Media Case Study</td>
<td>5pm Wednesday 12 March</td>
<td>30%</td>
<td>1.</td>
<td>1, 2.</td>
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<tr>
<td>Project Proposal</td>
<td>5pm Wednesday 2 April</td>
<td>20%</td>
<td>1, 2, 3.</td>
<td>1, 2, 3, 4.</td>
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<tr>
<td>Cross Media Prototype</td>
<td>5pm Wednesday 15 May</td>
<td>50%</td>
<td>1, 2, 3, 4.</td>
<td>1, 2, 3, 4.</td>
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</table>

5b Details of each assessment item

1. Cross-Media Case Study – 30%
   Due: 5pm Wednesday March 12   Length: 1200-1500 words.

Working in groups of 2-3, select an example of cross-media production and write a short case study on it.

The case study should include:
- **Description**: an outline of the entire project, including summary of content/plot, delivery platforms and credits
- **Storytelling**: describe the narrative devices used, and how the narrative was structured across and between media platforms.
- **Platforms**: describe the media platforms this work used, and analyse the relationships between them. How did it use the attributes of each platform?
- **Audience**: Describe the audience for the work; assess the strategies for audience engagement / involvement and their success.
- **Analysis**: How does this project relate to the overall context of cross-media production? How does it relate to the theories of cross-media practice proposed by Jenkins and Dena (for example). What do its creators, audience and/or critics say about it? Is it innovative or significant; if so, how?

The case study will be created as a group-authored wiki page on the unit’s LearnOnline site. It should apply the conventions of high quality wikis such as Wikipedia and:
- Be richly illustrated (link to sources for all images).
- Be extensively linked to online sources and resources.
- Cite offline sources as per standard academic practice.

**Assessment Criteria**
The case study will be assessed on how well it demonstrates:
- An ability to understand and analyse a cross-media production
- An understanding of contemporary theories of cross-media production
- Effective written communication, organisation and presentation

**Note on Group Work**
In general, all members of the group will be given the same mark. In cases where group members believe that this would disadvantage them, individual contributions to the wiki will be assessed (based on the wiki’s edit history).
2. Project Proposal – 20%
Due: 5pm Wednesday 2 April Length: 750-1000 words

Production Groups: For the following assessment items you will work in production groups of 3-4 members. These production groups will work on the Project Proposal and the Prototype. Groups should contain an appropriate mix of skills and experience for the proposed project. Students are responsible for forming effective groups; the unit convener may intervene, if necessary, to help with the formation of effective groups.

Working in production groups, develop a concept for a cross-media work and write it up as a brief project proposal.

The project must:
- involve original content across at least two different media platforms or environments
- be manageable in size, complexity and scope; your next task will be to create a pilot or prototype of the project.

Otherwise there are no restrictions on the form of the project: it may use any media forms or platforms you choose, ranging from physical environment / performance / happening to installation, web, social media, video, audio, animation, imaging, graphic novel, poetry, prose, SMS, augmented reality, etc. The case studies created in the first weeks of the course will provide examples of possible approaches.

Content Options
Choose one of the following options in developing the narrative or content for your project:
1. Use an existing story. Rather than develop a new narrative from scratch, adapt an existing one into a cross-media form. Make sure that you have the rights to use the story you adapt! It might be your own work, or adapted from a traditional story. Wikipedia has a big list of folk and fairy tales: http://en.wikipedia.org/wiki/List_of_fairy_tales
2. Respond to a specific opportunity, client or problem. For example develop a cross-media marketing campaign for a local business or artist.

The project proposal should cover:
- Synopsis: overview of the project content and approach
- Narrative Strategy: how will the story/content unfold?
- Platforms: overview of which media forms will be used, rationale for each, and description of how they will be linked
- Audience: an account of how the work will find, and engage with, its audience, and how the work draws on and responds to this engagement
- Prototype: a proposal for the scope of the pilot or prototype to be produced.
- Roles: a description of the roles to be taken on by group members
- Schedule: a production schedule for the prototype

The proposal will be created as a group-authored wiki page on the unit’s LearnOnline site. It should apply the conventions of high quality wikis such as Wikipedia and:
- Be richly illustrated (link to sources for all images).
- Be extensively linked to online sources and resources.
- Cite offline sources as per standard academic practice.

Feedback on a draft of the proposal will be available during week 6; further feedback, from the lecturer and fellow students, will be provided when the proposal is presented in class, in week 7.

Assessment Criteria
The proposal will be assessed on how well it demonstrates:
- an ability to work collaboratively to develop a creative cross-media product.
- an ability to select and integrate media forms and elements appropriate to a cross-media project;
- an ability to design a media project for an active, participatory audience; and
- Effective written communication, presentation and organisation

**Note on Group Work**
In general, all members of the group will be given the same mark. In cases where group members believe that this would disadvantage them, individual contributions to the wiki will be assessed (based on the wiki’s edit history).

### 3 – Cross-Media Prototype – 50%
**Due:** 5pm Wednesday 15 May  
**Scope:** As agreed in proposal

Based on the submitted proposal, create a prototype or proof of concept for a cross-media work. The prototype should demonstrate that:
- the proposal is sound;
- the strategy of combining and integrating different media platforms is viable; and
- the creative content – the storyworld, writing, and look and feel – is well developed.
- the work will reach and engage with an audience

The prototype might be compared to a trailer for a feature or short film, or a pilot for a television project. Its key task is to provide a compelling demonstration of the potential of the full-scale project.

However unlike a trailer, the prototype will make use of multiple media platforms in an integrated way. The scope and form of the prototype must be confirmed with the lecturer prior to production – but example prototypes might include:
- One or more YouTube videos, a handful of blog posts, and some images uploaded to Flickr, which between them create a compelling storyworld for further investigation
- A website that overlays a fictional narrative on Canberra using Google Maps, with objects and artefacts that provide further content – video and audio - hidden at the map locations.
- An original music video for a local band, which is linked to a narrative graphic novel, and a series of flyers, stencils and stickers posted in public.

**Delivery**
Submit your prototype as a file uploaded to Moodle. This digital package should include everything necessary to assess your work, including:
- A list identifying and explaining the contents of the submission package
- Digital copies of all media assets (videos, images, posters, audio etc)
- Documentation of any non-digital content (eg performance, installation, physical objects etc)
- Links / documentation of audience engagement and participation

**Assessment Criteria**
The prototype will be assessed based on how well it demonstrates:
- a critical understanding of the practice and theory of cross-media production;
- an ability to select and integrate media forms and elements appropriate to a cross-media project;
- an ability to design a media project for an active, participatory audience; and
- an ability to work collaboratively to develop a cross-media product.
5c **Submission of assessment items**
All assessment items will be submitted online via the unit Moodle site. The first page of each assessment submission should include the following information:

Student Name:  
Student ID:  
Assessment Name:  
Word Count (if applicable):

5d **Special assessment requirements - NA**

5e **Supplementary assessment**
**REFER TO THE UC SUPPLEMENTARY ASSESSMENT POLICY**

5f **Academic Integrity**
Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices that contravene academic values. Please see UC's Academic Integrity Policy.

To enhance understanding of academic integrity, it is expected that all students will complete the LearnOnline Academic Integrity Module (AIM) at least once during their course of study. The module is automatically available as a listed site when students log into LearnOnline.

5g **Use of text-matching software**
The University of Canberra has available, through LearnOnline (Moodle), text-matching software that helps students and staff reduce plagiarism and improve understandings of academic integrity. Known as URKUNd, the software matches submitted text in student assignments against material from various sources: the internet, published books and journals, and previously submitted student texts. **Click here for further information on the URKUND text-matching software.**

6: **Student Responsibility**

6a **Workload**
The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for units of different credit point value should vary proportionally. For example, for a 6cp unit the total notional workload over a semester or term is assumed to be 300 hours.

6b **Inclusion and Welfare**
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or **Inclusion and Welfare** as soon as possible so the necessary arrangements can be made.

6c **Participation requirements**
Successful completion of this unit will require active participation in workshops, including presentations of assessment items.
6d **Withdrawal**
If you are planning to withdraw please discuss with your unit convener. Please see Withdrawal of Units for further information on deadlines.

6e **Required IT skills**
This unit assumes IT and media production skills in line with the prerequisite units. Students should be comfortable designing, developing and producing digital media in a range of forms.

6f **In-Unit Costs – N/A**
Note: To calculate your unit fees see: How do I calculate my fees?.

6g **Work placements, internships or practicums – NA**

6h **Additional information – N/A**

7: **Student Feedback**

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: http://www.canberra.edu.au/home/. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8: **Authority of this Unit Outline**

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.