

MECM40016 Audiovisual Communication

Credit Points:	12.50
Level:	4 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. Intensive
Time Commitment:	Contact Hours: 4 Total Time Commitment: A 4-hour bi-weekly seminar (intensive). Group A = 29 July, 12 & 26 August, 9 September, 7 & 21 October; Group B = 5 & 19 August, 2 & 16 September, 14 & 28 October (no classes during the mid-semester break 19 – 30 September inclusive).
Prerequisites:	Admission to the Postgraduate Certificate in Arts, Postgraduate Diploma in Arts, and the Master of Global Media Communication.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	The rapid development of media platforms shows no sign of slowing. From screens that cover buildings to ones that hardly cover your hand, and from stadium PA systems to earbuds, the range and orientation of audiovisual communication is immense. Yet certain principles can be identified which are useful in communicative situations from mobile handsets to IMAX. Audiovisual Communication concerns itself with first-hand experience of designing communication strategies for contemporary scenarios. Principles of framing and composition, movement, sound recording, editing and preparation for linking will be integral to the subject. But the subject is not restricted to one-way communication. It is concerned with the use of communications to establish communities, with an emphasis on network solutions rather than on platform-specific results. The subject investigates the fit between style, platform, network design and project context: smart communicative network using SMS may be more appropriate than rich-media internet or a radio phone-in.
Objectives:	Students who complete this subject will have: <ul style="list-style-type: none"> # been introduced to principles of design, composition, editing and other fields for screen based media including still and moving images, sound, text and data; and # the opportunity to develop projects selecting, designing and communicating for persuasive and aesthetic purposes.
Assessment:	One small project, equivalent to 1800 words (25%) due mid-semester and one large project equivalent to 3200 words (75%) due in the examination period. Students are required to attend a minimum of 80% of classes in order to qualify to have their written work assessed. All required written work must be submitted in order to pass the subject.

Prescribed Texts:	A subject reader will be available from the University Bookshop.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # learn appropriate strategies for different platforms and audiences; # learn similarities and differences between media; and # acquire skills in network design, content generation and interactivity.
Related Course(s):	Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication)
Related Majors/Minors/ Specialisations:	Media and Communication