

MECM40016 Audiovisual Communication

Credit Points:	12.5
Level:	4 (Graduate/Postgraduate)
Dates & Locations:	<p>2016, Parkville</p> <p>This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.</p> <p>This subject has a quota of 90. Students will be selected into the subject as they self-enrol during the timely re-enrolment period. If the enrolment quota is exceeded, Master of Global Media Communication students will be given preference. Any students enrolling after the quota has been reached will be withdrawn from the subject and advised of the alternative subjects available.</p>
Time Commitment:	Contact Hours: A 1-hour lecture and a 1-hour seminar per week. Total Time Commitment: Total time commitment is 170 hours across the semester, including class time.
Prerequisites:	Given the nature of the teaching of this subject, all students must consult with the subject coordinator prior to enrolment.
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/
Coordinator:	Mr Steven A McIntyre
Contact:	samci@unimelb.edu.au (mailto:samci@unimelb.edu.au)
Subject Overview:	<p>Audiovisual communication is an important sector in today's transnational digital sphere. The training in key areas of audiovisual production is relevant for various professional areas in the media and communication industry. This subject is designed in a 'workshop' approach where students will work in small groups in order to gain experience in various areas of audiovisual production. The subject will familiarise students, for example with techniques of script writing, producing, shooting, and preparation of audiovisual content for online as well as broadcast delivery. Furthermore, principles of collaborative practice, studio directing, camera operation, sound recording, and post-production workflows will also be integral to the subject.</p> <p>These techniques are delivered through project-related contexts using a project-based approach. It is aimed to deliver student productions online or other media platforms. Given the nature of the teaching of this subject, all students must consult with the subject coordinator prior to enrolment.</p> <p><i>This subject is only available to students enrolled in MC-GMCOM Master of Global Media Communication, MC-MKTCOMM Master of Marketing Communications, Graduate Certificate in Arts (Advanced) - Media and Communications, Graduate Diploma in Arts (Advanced) - Media and Communications.</i></p>

Learning Outcomes:	<p>Students who complete this subject will have:</p> <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 and deliver projects within persuasive, collaborative and aesthetic processes.
Assessment:	<p>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% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.</p>
Prescribed Texts:	A subject reader will be available.
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:	<p>Students who successfully complete this subject will:</p> <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 Majors/Minors/ Specialisations:	<p>150 Point Master of Global Media Communication 150 point Master of Marketing Communications 200 Point Master of Global Media Communication 200 point Master of Marketing Communications Graduate Certificate in Arts (Advanced) - Media and Communications Graduate Diploma in Arts (Advanced) - Media and Communications PC-ARTS Media and Communications</p>