**Unit Outline**

## SPRO3004 Community Media Production
## Semester 1, 2021

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|---|---|
| **Unit study package code:** | SPRO3004 |
| **Mode of study:** | Internal |
| **Tuition pattern summary:** | Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section. |
| | Workshop: 1 x 3 Hours Weekly |
| | This unit contains a fieldwork component. Find out more about fieldwork on the work integrated learning (WIL) website at https://students.curtin.edu.au/experience/employment/wil/fieldwork-preparation/, which also contains a link to the Fieldwork Policy and Fieldwork Manual. |
| **Credit Value:** | 25.0 |
| **Pre-requisite units:** | SPRO2000 (v.0) Television Production Workshop or any previous version *OR* SPRO2004 (v.0) Creative Documentary and Actualities or any previous version |
| **Co-requisite units:** | Nil |
| **Anti-requisite units:** | SPRO5004 (v.0) Community Media Production or any previous version |
| **Result type:** | Grade/Mark |
| **Approved incidental fees:** | Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details. |

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|---|---|---|
| **Unit coordinator:** | **Title:** | Ms |
| | **Name:** | Sally Goldrick |
| | **Phone:** | +61 8 9266 1011 |
| | **Email:** | Sally.Goldrick@curtin.edu.au |
| | **Location:** | Building: 208 - Room: 408, Curtin Perth |
| | **Consultation times:** | Please email in advance for an appointment time. Thank you. |

**Teaching Staff:**

| | | |
|---|---|---|
| **Administrative contact:** | **Name:** | MCASI Teaching Support Team |
| | **Phone:** | +61 8 9266 7598 |
| | **Email:** | MCASITeachingSupport@curtin.edu.au |
| | **Location:** | Building: 208 - Room: 414, Curtin Perth |

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# Faculty of Humanities
# School of Media, Creative Arts and
# Social Inquiry

**Curtin University**

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**Learning Management System:** [Blackboard](lms.curtin.edu.au) (lms.curtin.edu.au)

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## Acknowledgement of Country

We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present. The [Centre for Aboriginal Studies](#) aspires to contribute to positive social change for Indigenous Australians through higher education and research.

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## Syllabus

This unit enables students to tell powerful visual stories that either effect social change, or deliver an original narrative. Students may work collaboratively with a corporate client or on an approved project to create a transmedia work in an authentic, professional environment.

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## Introduction

This unit will provide you with the kinds of skills and experience required to create visual projects for social media platforms. Its curriculum is designed to reflect a real production environment.

You will find this unit a bit different to other Screen Arts production units. Where possible, you will be working directly with actual clients, meeting deadlines and outcomes, and you will be assessed not just on the work you produce but on your successful management of the project. Every student is expected to be multi-skilled and highly adaptable, as is necessary in the industry.

Community media is largely made up of Not-For-Profit small organisations with a mixture of both paid workers and volunteers. As a new graduate entering this industry, you will need to be highly flexible and adaptable, curious and interested in whatever subject or topic you are making a video for. You'll also need to be highly self motivated with a strong work ethic - prepared to put up your hand and get known as the person who will say 'yes' whenever an opportunity presents itself. And lastly, realise that you will put in many long hours honing your skills and perfecting your work to create a 'showreel' of a professional standard.

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## Unit Learning Outcomes

All graduates of Curtin University achieve a set of six Graduate Capabilities during their course of study. These inform an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and capabilities which employers would value in a professional setting. Each unit in your course addresses the Graduate Capabilities through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes notify you of what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your knowledge of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating you will have achieved all of Curtin's Graduate Capabilities through the assurance of learning processes in each unit.

| | On successful completion of this unit students can: | Graduate Capabilities addressed |
|---|---|---|
| 1 | Identify and define a local community social issue that can be addressed through a media project | 💡 🖥️ 🌐 👥 |
| 2 | Develop an original community media idea | 💡 🖥️ |
| 3 | Plan and manage a community media project, in collaboration with a community not-for-profit client representative | ✅ 🖥️ ⓘ |
| 4 | Create media content that introduces an original narrative | 💡 🖥️ 🌐 👥 ⓘ |

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## Curtin's Graduate Capabilities

| | | | | | |
|---|---|---|---|---|---|
| ☑ | Apply discipline knowledge, principles and concepts | 💡 | Innovative, creative and entrepreneurial | ◩ | Effective communicators with digital competency |
| 🌐 | Globally engaged and responsive | 👥 | Culturally competent to engage respectfully with local First Peoples and other diverse cultures | ⓘ | Industry connected and career capable |

Find out more about Curtin's Graduate Capabilities at the Curtin Learning and Teaching website: clt.curtin.edu.au

## Learning Activities

For the first few weeks of this unit, there will be a theory/input component and a hands-on workshop. Each week's content is geared towards preparing you for the upcoming assessments, both from theory/concept and practical perspectives.

You will be working in underlined self-nominated groups of four on one main project in this unit, which will be developed thoroughly during the semester to culminate in the group presentation of a complete social media package.

*NB: All of your work will be in groups, so try and find students whose weekly schedule (including not just classes, but work and other commitments) is compatible with your own.*

*Please also note: To meet their own deadlines, some of your clients may require projects to finish prior to your scheduled assessment deadlines. Students will need to be flexible with their time. Your tutor will also be across these projects.*

Since pre-requisites for this unit are either Creative Documentaries and Actualities OR TV Studio Workshop, a reasonable level of competency is expected with both camera and sound, and it is up to you to attend additional out-of-class workshops should you feel the need to improve your skills.

**Final Assessment Pitch**

The final assessment will be scheduled in Week 12/13.  Students must attend this activity in order to submit (pitch) their final assessment work.Your twenty minute presentation will be in front of your clients, tutors, special guests and your peers.

**Professionalism**

As this is a third year unit, we expect that all students demonstrate the same level of professionalism as someone working in the industry. This will be evident in your dealings with the client, your team, and your tutor / Executive Producer and includes:

- attending weekly workshops and production meetings (and informing your team well in advance if you cannot attend)
- actively participating in discussions
- being flexible in terms of your availability for production activities
- attend both in class presentations.

## Learning Resources
### Library Reading List

The Reading List for this unit can be accessed through Blackboard.

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## Assessment

### Assessment policy exemptions

- There are no exemptions to the assessment policy

### Assessment schedule

| | Task | Value % | Date Due | Unit Learning Outcome(s) Assessed | Late Assessments Accepted?* | Assessment Extensions Considered?* |
|---|---|---|---|---|---|---|
| 1 | Project Plan | 45% | **Week:** 8 **Day:** In class **Time:** 23.59pm AWST | 1,2 | Yes | Yes |
| 2 | Major Project | 55% | **Week:** 12/13 **Day:** In class **Time:** 23.59pm AWST | 3,4 | Yes | Yes |

*Please refer to the Late Assessment and the Assessment Extension sections below for specific details and conditions.

### Detailed information on assessment tasks

1. **PROJECT PLAN**

   DUE WEEK 8 In class presentation Concept and treatment

   In groups of four, you will be required to present your project plan to the class (approx. 10 mins). This presentation will need to be submitted by the Producer via Turnitin.

   Video footage should be uploaded to ECHO360. Please create a public link and then include this in the PDF file as a working URL.

   The aim of this presentation is for you to gain feedback from your peers and tutor in the lead up to your final client presentation.

   Your presentation should include:

   - A brief. You need to demonstrate that you understand who your organisation is and what they do
   - Research. How long have they been in business? How many people have they helped? What do they need? Who are their target audiences?
   - What you are intending to do? Do you have a plan for a website (if original) or how will your proposal assist and improve a not-for-profit website?
   - Your justification for the approach taken
   - Budget? Filming and Equipment requirements?
   - A plan moving forward (Production schedule)

   Your presentation should be VISUAL.

   Aim to include:

   - A 2 minute pilot/preview/teaser clip. This video content may come in the form of an extract from an interview, personal profile, demonstration, story extract (for example, a day in the life of...)

   How to Submit

   1. Complete a MCASI assessment cover sheet including the names and Curtin student number of all the members of your group.
   2. The Producer should upload the cover sheet and powerpoint as one file into Blackboard via Turnitin

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3. Video footage should be uploaded by the producer to ECHO360. Please create a public link and then include this in the PDF file as a working URL.

Submit via Turnitin

Assessments must be submitted via the relevant Turnitin submission point in this unit's Blackboard.

One assessment submission point is provided and you may submit to this point only once. A Similarity report will be generated at the time of submission. Your submitted file will be marked.

If you believe you have submitted the incorrect file, please contact the Unit Coordinator for further instructions.

2. **MAJOR PROJECT**

DUE WEEK 12/13 in class

In the same group, you will be required to present your Major Project plan to your clients, peers, tutors and special guests. Attendance is COMPULSORY.

Presentation will need to run for 20 mins (1 min each way scheduled). Your presentations will be timed. At the conclusion of the presentation feedback will be given to you from your clients. They will comment on how you have collaborated with them, what tasks you performed well and how they will use your project ideas.

The Producer will need to submit the completed presentation via Turnitin. All students will need to submit a peer review.

Please note: All final media projects MUST be placed in the SPRO3004 completed assessment folder on ISILON and shared with your clients.

Your FINAL presentation should be original and include:

- Notable evidence of market research – both clients, participators and sponsors
- Outline of FINAL Production schedule
- FINAL websites (or ideas for how their projects can be best incorporated)
- FINAL video content ***Please make sure you have shared with your clients.
- FINAL Social media plan - for example other platforms if you wish (a game, an event or competition)
- A plan moving forward – Media Managing

How to Submit

1. Complete a MCASI assessment cover sheet including the names and Curtin student number of all the members of your group.
2. The Producer should upload the cover sheet and powerpoint as one file into Blackboard via Turnitin on behalf of the group.
3. Video's should be uploaded to ECHO360. Please create a public link and then include this in the FDF as a working URL
4. All media is to be loaded on to ISILON and shared with clients.
5. Each group member will need to submit a peer review. A template is available on BB under A2

Submit via Turnitin

Assessments must be submitted via the relevant Turnitin submission point in this unit's Blackboard.

One assessment submission point is provided and you may submit to this point only once. A Similarity report will be generated at the time of submission. Your submitted file will be marked.

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## Pass requirements

There are three requirements to achieve a 'pass' grade in the unit.

1. An overall mark of 50% across the different assessments in the unit, and
2. All assessments must be attempted and submitted, and
3. All Screen Arts Health and Safety modules must be passed (either in this semester or a previous semester).

Failure to attempt and submit an assessment, or to pass all the health and safety modules, will result in a 'Fail-incomplete' grade for the unit irrespective of the mark achieved.

How to access the Training Modules

The Screen Arts Health and Safety Training modules are available via the *SCST1000/SCST5008 Introduction to Screen Creativity* or *SPRO1000/SPRO5005 Introduction to Screen Industries* Blackboards. Students who have completed and passed these training modules in a previous unit or semester do not have to do it again. Students who do not have access to the training modules via a SCST1000/SCST5008 or SPRO1000/SPRO5005 Blackboard should contact MCASIProductionOffice@curtin.edu.au to request access.

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## Assessment Moderation

### Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that students work is evaluated consistently by assessors. Minimum standards for the moderation of assessments are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/findapolicy/

### Pre-marking moderation

- Assessment task details are provided to students in the unit outline or prior to the assessment task
- Marking criteria are made available to students in the unit outline or when the assessment task is assigned
- Assessors are provided with rubric/marking guide and sufficient information to ensure fair and consistent evaluation of student work

### Intra-marking / Post-marking moderation

- Second marking of student work samples near grade boundaries
- Second marking of borderline student work

### Late assessment

Where the submission of a late assessment is permitted, late penalties will be consistently applied in this unit.

Where a late assessment **is** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. For assessment items submitted within the first 24 hours after the due date/time, students will be penalised by a deduction of 5% of the total marks allocated for the assessment task;
2. For each additional 24 hour period commenced an additional penalty of 10% of the total marks allocated for the assessment item will be deducted; and
3. Assessment items submitted more than 168 hours late (7 calendar days) will receive a mark of zero.

Where late assessment **is NOT** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. All assessment items submitted after the due date/time will receive a mark of zero.

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## Assessment extension

Where an application for an assessment extension **is** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1.  A student who is unable to complete an assessment item by/on the due date/time as a result of exceptional circumstances beyond the student's control, may apply for an assessment extension on the Assessment Extension Application Form as prescribed by the Academic Registrar. The form is available on the Forms page at https://students.curtin.edu.au/essentials/forms-documents/forms/ and also within the student's OASIS (My Studies tab – Quick Forms) account.
2.  The student will be expected to submit their application for an Assessment Extension with supporting documentation:
    a. Australian Campuses: via the online form
    b. Offshore campuses: to the School representative nominated below
3.  Timely submission of this information supports the assessment process. For applications that are declined, delayed submission may have significant ramifications on the possible marks awarded.
4.  An application may be accepted up to five working days after the due date/time of the assessment item where the student is able to provide a verifiable explanation as to why they were not able to submit the application prior to the assessment due date/time

Where an application for an assessment extension **is NOT** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1.  All assessment items submitted after the due date/time will be subject to late penalties or receive a mark of zero depending on the unit permitting late assessment submissions.

All assessment extensions must be submitted via the online form:
https://students.connect.curtin.edu.au/app/assessment_extension.

For any other enquiries please contact Curtin Connect via the Student Enquiry Webform
https://students.connect.curtin.edu.au/app/ask or by telephone on 1300 222 888.

## Deferred assessments
If your results show that you have been granted a deferred assessment you should immediately check OASIS for details.

## Further assessment

Further assessments, if granted by the Board of Examiners, will be held between 07/07/2021 and 04/08/2021 . Notification to students will be made after the Board of Examiners meeting via the Official Communications Channel in OASIS.

It is the responsibility of the student to be available to complete the requirements of a further assessment. If your results show that you have been granted a further assessment you should immediately check OASIS for details.

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**Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies**

A Curtin Access Plan (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. Carers for people with disability may also be eligible for support. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin's facilities and services or other support as discussed with an advisor from AccessAbility Services.

Documentation is required from your treating Health Professional to confirm your health circumstances or carer responsibilities.

If you think you may be eligible for a CAP, please contact AccessAbility Services. If you already have a CAP please provide it to the Unit Coordinator in week 1 of each study period.

### Referencing style

The referencing style for this unit is APA 7th Ed.

More information can be found on this style from the Library web site:
http://libguides.library.curtin.edu.au/referencing.

## Privacy

As part of a learning or assessment activity, or class participation, your image or voice may be recorded or transmitted by equipment and systems operated by Curtin University. Transmission may be to other venues on campus or to others both in Australia and overseas.

Your image or voice may also be recorded by students on personal equipment for individual or group study or assessment purposes. Such recordings may not be reproduced or uploaded to a publicly accessible web environment. If you wish to make such recordings for study purposes as a courtesy you should always seek the permission of those who are impacted by the recording.

Recording of classes or course materials may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than personal study for the enrolled students in the unit. Breach of this may subject a student to disciplinary action under Statute No 10 – Student Disciplinary Statute.

If you wish to discuss this please talk to your Unit Coordinator.

## Copyright

The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

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## Academic Integrity (including plagiarism and cheating)

### Academic Integrity

Curtin's Student Charter, Academic Integrity Program (AIP), and core Values guide expectations regarding student behaviour and responsibilities. Information on these topics can be found on the Student Essentials Website or the Academic Integrity tab in Blackboard.

### Academic Integrity Warnings

An Academic Integrity Warning may be issued to a New-to-Curtin student if they have inadequately acknowledged sources or collaborated inappropriately. The Management of Academic Integrity Warnings for New to Curtin Students Procedures provide further information and explain who is considered to be New-to-Curtin.

### Academic Misconduct

Students with an academic breach that do not meet the New-to-Curtin criteria will be managed through the misconduct process. Academic Misconduct means conduct by a student that is dishonest or unfair in connection with any academic work. This includes all types of plagiarism, cheating, collusion, falsification or fabrication of data or other content, and Academic Misconduct Other, such as falsifying medical certificates for extension. More details can be found on the Student Essentials Website or on the Academic Integrity Website.

Staff members are required to report suspected misconduct and an inquiry may take place. If misconduct is determined it will result in penalties, which may include a warning, a reduced or nil grade, a requirement to repeat the assessment, an annulled grade (ANN) or termination from the course. Some penalties may impact on future enrolment.

Academic work under inquiry will not be graded until the process has concluded. If your work is the subject of an inquiry you will be notified by email and Official Communication with an opportunity to respond. Appropriate support will be provided. For more information refer to Statute No.10 Student Discipline and Academic Misconduct Rules.

## Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

For general ICT assistance, in the first instance please contact OASIS Student Support:
oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:
life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel

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## Additional information

- Curtin Official Communication Channel and Oasis
- Use of the Blackboard App
- Incidental Fees 2021
- **Screen Arts COVID-19 Protocols and Resources**
- MCASI Field Safety & Risk Assessment Process 2021
- MCASI Equipment Borrowing Procedures and Policies 2021
- APRA AMCOS Blanket Agreement
- Permission to Copy and Communicate Student Work

### Curtin Official Communication Channel and Oasis

Students are responsible for checking the Official Communication Channel (OCC) via OASIS regularly (at least once per week). Important communications such as assessment extension application outcomes will always be sent via the OCC. Your OCC inbox is accessible via Curtin Student OASIS.

### Use of the Blackboard App

A Blackboard App is available to download from Google Play or the Apple App Store.  Please note that the App does not support all Blackboard functions and external links such as Reading Lists and iLectures cannot be accessed. To view iLectures on a mobile device, use the Echo360 App, which can also be downloaded from Google Play or the Apple App Store. Reading Lists should be accessed via web based Blackboard, e.g. Chrome or Firefox.

Please ensure you are always using the latest version of the app for best results as updates are frequently applied. Please also note that Curtin University is not responsible for the Blackboard app and any feedback you have should be made on the app directly.

### Incidental Fees 2021

One or more incidental fees have been approved and apply to this unit. These essential fees cover a number of costs that are not included in the unit tuition fee. More detailed information about respective incidental fees (and a breakdown of each fee) is available at https://students.curtin.edu.au/essentials/fees/understanding-your-fees/.

Payment of essential incidental fees is compulsory, with non-payment resulting in the application of a student sanction preventing both access to results and course graduation. Students will be notified via the Official Communication Channel (not e-mail) regarding the procurement of externally sourced items in the first week of semester. Notification of fees payable to Curtin and payment instructions will be sent to students via the OCC in the week following the census date for the teaching period.

Optional fees may or may not apply to you, depending on the nature of the project or work that you undertake. If your unit has optional fee/s listed, please discuss this with your Unit Coordinator.

### Screen Arts COVID-19 Protocols and Resources

Due to the COVID-19 Pandemic, there has been an unprecedented change in the way students engage with support staff, fellow students and accessing equipment. The School of Media, Creative Arts & Social Inquiry **(MCASI)** is implementing measures to help limit the spread of COVID-19: visit here.

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**MCASI Field Safety & Risk Assessment Process 2021**

When planning a screen production or other creative production activity, students are required to complete a **Project Proposal and Approval Form** and a **Field Safety & Risk Assessment Form** prior to commencing any production activities. The Field Safety & Risk Assessment Form is a course requirement in the School of MCASI to ensure students address all risk associated with activities and locations connected to their project. The completed Field Safety & Risk Assessment Form will be discussed with your tutor/supervising academic prior to them signing off on project approval. The tutor/supervising academic, having read your student Field Safety & Risk Assessment Form, will assign a level of risk (Tier 1, 2, or 3) to the Project Proposal and Approval Form prior to signing.

Students seeking project approval for this unit should allow a **minimum** time for review and feedback for all their completed paperwork:

| Unit Code | Minimum Time for Review | Unit Code | Minimum Time for Review |
|---|---|---|---|
| SPRO1000/SPRO5005 | 48 hours | SCST2009 | 48 hours |
| SCST1000/SCST5008 | 48 hours | SPRO3003/SPRO5002 | 24 hours |
| SPRO2000/SPRO5006 | 48 hours | SPRO3004/5004 | 48 hours |
| SPRO2001 | 48 hours | SPRO3007 | 5 working days |
| SPRO2003/SPRO5003 | 5 working days | SPRO3009 | 24 hours |
| SPRO2004/SPRO5000 | 5 working days | SPRO3010 | 5 working days |

The Project Proposal and Approval Form:

The Project Proposal and Approval document should include details of your project's proposed concept, location and talent. This information will be discussed with your tutor/supervising academic. A signed project approval form is required for students to access equipment from the MCASI store. Based on the complexity of the concept, risk activity and proposed location/s the tutor will determine if the project is a Tier 1 or Tier 2/3 risk.

The Project Proposal and Approval Form must be filled out prior to booking in with **Pre-Production Support Staff** who can advise and assist with risk management.

If assessed as Tier 1 risk, equipment may be booked after presenting a Project Proposal and Approval form to a tutor or supervising academic, but students assessed with Tier 2/3 risk cannot proceed with production until they have met with the Pre-Production Support Specialist and all identified risk issues, permits and location approvals have been managed and resolved.
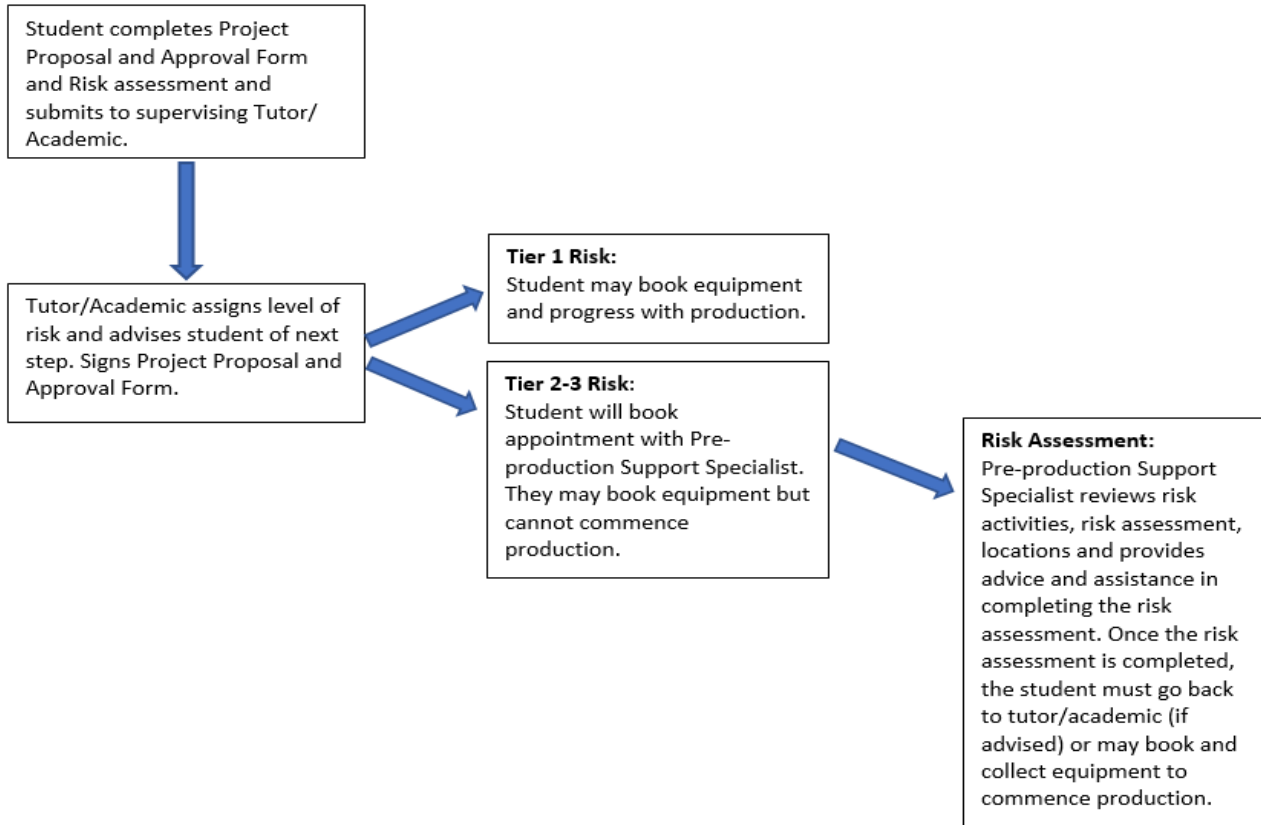
The Field Safety & Risk Assessment Form:

A Field Safety & Risk Assessment Form must be completed and submitted with the Project Proposal and Approval Form to your tutor/supervising academic. If the tutor/supervising academic judges the risk to be low (Tier 1) then the student may proceed directly to the MCASI store to book equipment. If the supervising academic judges the risk to be high (Tier 2/3) then students must book an appointment with the Pre-production Support Specialist for advice on how to manage the risk outlined in the Field Safety & Risk Assessment Form.

If undertaking a Tier 2 or 3 project, students are to book in and meet with Pre-production Support Staff to discuss the Project Proposal and Approval Form and the practical and logistical elements of their production activities. This is to determine feasibility, safety and any other complex elements required to achieve the concept in the turn-around time for the assessment.

Some high-risk activities such as stunts, intimate scenes and working with vehicles require the completion of a Risk Assessment Appendix. The Pre-production Support Specialist will advise which appendix documents students need to complete and attach to the Risk Assessment. The Pre-production Support Specialist will show students how the Field Safety & Risk Assessment Form works and will help to complete it. Pre-production Support Staff can also guide students to seek location approvals and with completion of the Risk Assessment Appendices if needed.

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Students then return to their tutor/supervising academic with the steps they need to undertake (as advised by Pre-production Support Staff) in order to execute the project. The tutor may then approve or adjust the concept/production to meet student learning outcomes. The tutor will review the Field Safety and Risk Assessment information and offer guidance to complete any appendix documents.

Overview of Project Proposal and Approval Process:



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**MCASI Equipment Borrowing Procedures and Policies 2021**

There are a large number of students using equipment from the MCASI Store. In order to make sure that all students have fair and appropriate access to equipment it is imperative that borrowing and booking procedures are maintained and respected by all students. It is your responsibility to be aware of these procedures and policies. Ignorance will not be accepted as an excuse for failing to adhere to policy and procedure.

If you have any questions on the equipment you are loaning from the MCASI Store, please ask a MCASI Store representative who will be able to assist you.

1. Appropriate Footwear: Transporting Equipment to and from the MCASI Store, and in and around the MCASI facilities, requires appropriate footwear. If you do not have appropriate footwear, you will be denied access to the facilities and to the equipment.
2. Students must book equipment with the MCASI Store staff **at least 24 hours in advance**.  Students will be denied access to equipment if requesting use on the same day of production.  Students are urged to book equipment as far in advance of their production day as possible.  Under certain circumstances, your Tutor/Supervising Academic will make arrangements for you to access equipment without a prior booking; this is usually by email.
3. Students must have written permission from their tutor in order to borrow equipment.  A Project Proposal & Approval Form should be completed and submitted to your tutor for signing.  This is then presented at the MCASI Store, as well as an Equipment Booking form.  Your tutor will make arrangements for approving equipment loans in their absence.  This will usually mean emailing your tutor who will then forward consent to the MCASI Store staff.   Email consent does not equate to a booking.  You must still complete a booking form and submit to the MCASI Store staff.  Under certain circumstances, such as when booking a standard piece of equipment, the MCASI Store may deem it not necessary for a booking form to be completed.
4. As instructed by your Tutor/Supervising Academic, students must complete a Field Safety & Risk Assessment Form when borrowing equipment.  This form MUST be submitted with your equipment booking form.  Equipment should be collected and returned at the time specified on your booking form.
5. Make sure you allow adequate time for collection before the MCASI Store closes.  Last collections must occur 15 minutes before closing time. **Students MUST allow at least 15 minutes to collect and drop-off equipment so that items can be appropriately checked.**
6. Students may borrow from the MCASI Store at short notice if they would like to practice using the equipment.   Students wishing to practice will only have access to equipment that has not already been booked, and is available in the MCASI Store at the time.   You may not leave the vicinity of Building 208 (interior and exterior area between Building 208 and Building 501- see the Safe Zone Risk Assessment Template at the MCASI Store for more details of the exact location).  The borrowed items must be collected between 9am and 3pm, and returned at a time stipulated by the MCASI Store staff.  The maximum booking time is 2 hours.
7. Students may have access to equipment during class time without a prior booking.  However, it is still recommended you book if you anticipate needing equipment during class time as your tutor may not have anticipated your need and cannot guarantee equipment will be available.
8. All students in a group are equally responsible for the safe and prompt return of equipment.   Late return will result in the loss of marks from each student's final grade.
9. Equipment should be returned in exactly the same state as when it was borrowed.   Please make note of how equipment is stored and packed, and make every effort to ensure equipment is returned in this state.  Badly packed equipment can cause damage and unnecessary frustration to students using equipment after you.   If returned equipment is dirty or packed badly the MCASI Store staff can request students to clean or repack the equipment on the spot.
10. If you discover that the equipment you have borrowed is faulty in some way, please report the fault to the MCASI Store staff on returning the equipment.   Fill out an Equipment Problem/Incident Form, making note of the equipment number, the exact nature of the fault, and the circumstances under which the fault occurred.
11. **Please respect your equipment and treat it as if it were your own**.   Equipment is expensive and easily damaged through negligent or careless use.   Return the equipment in the same state that you would wish to receive it.   It could be your shoot that is ruined or frustrated by faulty equipment.

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**APRA AMCOS Blanket Agreement**

MCASI has negotiated a special licence on your behalf that permits you to use production music in student productions.

Important terms for you to abide by:

- Production Music may be used in your showreels and in short film festivals.
- The student productions may be uploaded to YouTube **ONLY**. YouTube clips may then be SHARED and EMBEDDED on other websites and social media for example Vimeo, Facebook, Twitter, etc.
- Student productions must **NOT** be uploaded directly to another website other than YouTube, unless you have organised a separate copyright licencing with APRA AMCOS; for assistance with this you can speak to the MCASI Production Office.
- The licence permits using music from the production music register of Beatbox Music **ONLY**.
- Commercially available and independent music NOT in the production music register of Beatbox Music REQUIRES separate copyright licencing with APRA; for assistance with this you can speak to the MCASI Production Office.
- The licence does not permit you to reproduce any lyrics, or to adapt or arrange the music.
- You must report ALL production music you use on each Production ID Slate.

If you have any questions and/or doubts please do not hesitate to contact the MCASI Production Office in advance.

Please note: you will still require other clearances to use your work (e.g. talent consent forms, etc.) –the licence only gives copyright clearance to use production music.

**Permission to Copy and Communicate Student Work**

To grant Curtin University a royalty-free, non-exclusive license to copy and/or communicate copies of your works, or extracts of your works, for non-commercial educational or promotional/publicity purposes, please access the link below appropriate to your age.

**Student Licence Agreement – Over 18**
https://curtin.au1.qualtrics.com/jfe/form/SV_037XEo3jZld2mLb

**Student Licence Agreement – Under 18**
https://curtin.au1.qualtrics.com/jfe/form/SV_9SLrexTnLETVoCF

## Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

# Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- Values and Signature Behaviours
- the University's policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University's policies on appropriate use of software and computer facilities

Information on all of the above is available through the University's "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

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## Student Equity

There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant caring responsibilities, pregnancy, religious practices, living in a remote location,or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact the appropriate service below. It is important to note that the staff of the University may not be able to meet your needs if they are not informed of your individual circumstances, so please get in touch with the appropriate service if you require assistance.

To discuss your needs in relation to:

- Disability or medical conditions, contact AccessAbility Services: https://students.curtin.edu.au/personal-support/disability/
- Elite athletes, contact Elite Athlete Coordinator: https://stadium.curtin.edu.au/sport/academy/elite-athlete-program/
- All other grounds, contact the Student Wellbeing Advisory Service: https://students.curtin.edu.au/personal-support/counselling-guidance/wellbeing/

## Recent unit changes

Students are encouraged to provide unit feedback through *eVALUate*, Curtin's online student feedback system. For more information about *eVALUate*, please refer to evaluate.curtin.edu.au/info/.

| | |
|---|---|
| eVALUate NOW! Give feedback on the My Studies tab and you could win prizes | To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can *eVALUate* this unit. |

Recent changes to this unit include:

- Greater focus on working with 'real clients' such as not for profit organisations
- Groups of four work together for the whole semester
- Assessments reduced from 3 to 2 projects

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## Program calendar

**Program Calendar – Semester 1 2021**
COMMUNITY MEDIA ENGAGEMENT

| Week | Begin Date | Content | Workshop | Assessments |
|------|-----------|---------|----------|-------------|
| O | 22 Feb | Orientation Week | | |
| 1. | 1 Mar | Unit intro<br><br>Form groups of 4 | Getting to know your clients<br><br>Pitching | |
| 2. | 8 Mar | Selecting your clients | Pitch to clients | |
| 3. | 15 Mar | Researching your project<br><br>Social Media building | Lighting workshop<br><br>Looking at websites – where do your projects belong?<br><br>What are charities? | |
| 4. | 22 Mar | Writing a treatment – looking at successful social media campaign | Guest speaker - Ashayla Webster | |
| 5. | 29 Mar | Filming workshops (refresher) | Looking for funding - SW<br><br>Camera, Audio and Lighting refresher<br><br>Record 'How to do' | |
| 6. | 5 Apr | Tuition Free Week | | |
| 7. | 12 Apr | Editing workshops – creating graphics | Editing workshop | |
| 8. | 19 Apr | In class presentations | In class presentations | **ASSESSMENT 1 DUE in class**<br><br>All written elements due on your workshop day by 11.59pm |

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| | | | | |
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| 9. | 26 Apr | Project consultation | | |
| 10. | 3 May | Project consultation | | |
| 11. | 10 May | Project consultation | Production meetings all groups given individual time slots to meet with tutor | |
| 12. | 17 May | In class presentations | STUDENT ATTENDANCE COMPULSORY<br><br>Clients are invited to watch presentations | **ASSESSMENT 2 DUE in class**<br><br>All written elements due on your workshop day by 11.59pm |
| 13. | 24 May | In class presentations | STUDENT ATTENDANCE COMPULSORY<br><br>Clients are invited to watch presentations | **ASSESSMENT 2 DUE in class**<br><br>All written elements due on your workshop day by 11.59pm |
| 14. | 31 May | STUDY WEEK | | |
| 15. | 7 June | Examinations | | |
| 16. | 14 June | Examinations | | |

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