Production Project 2

Part B: Course Detail

Status: Published  Version 1

Teaching Period  Sem 2 2006
Course Code  COMM2323
Course Title  Production Project 2
School  335H Applied Communication
Career  Undergraduate
Campus  City Campus
Learning Mode  Face-to-Face

Primary Learning Mode
The course is comprised of weekly face to face studios/consultations, with additional skills modules and guest lectures as advised.

Credit Points  12
Teacher Guided Hours  52 per semester
Learner Directed Hours  104 per semester

Course Coordinator  Bruce Berryman/ David Carlin
Course Coordinator Phone  +61 3 9925 3065 9925 3934
Course Coordinator Email  bruce.berryman@rmit.edu.au; david.carlin@rmit.edu.au

Offering Coordinator  Bruce Berryman / David Carlin
Offering Coordinator Phone  +61 3 9925 3065 and 9925 3934
Offering Coordinator Email  bruce.berryman@rmit.edu.au; david.carlin@rmit.edu.au

Additional Staff Contact Details
Franziska Wagenfeld: franziska@netspace.net.au
Daniel Rigos: daniel@rigos.id.au

Pre-requisite Courses and Assumed Knowledge and Capabilities

Students should have an introductory knowledge of applied research skills relevant to professional practice (successful completion of COMM-2100 Media and Meaning).

They should have a basic knowledge of industry structures, professional roles and production techniques used in either the television or radio industries (successful completion of COMM-2249 TV2 or COMM-2252 Radio 2).

Students should also have completed Production Project 1, which is designed for them to develop a detailed proposal for a project to be produced in this course.

Course Description

Production Project 2 is a third year course in the professional stream of the Bachelor of Communication (Media) degree. It is designed to build on the knowledge and skills developed by students in the second year courses in Radio, Television and Integrated Media and follows the development of a proposal for the
production of a substantial media project in Production Project 1. Production Project 2 is focused on
students, either as individuals or in groups, producing and completing this project. These projects should
reflect the range of creative and critical skills, industry knowledge, theoretical understanding and media
production capabilities developed throughout their degrees.

On completion of their projects, students will be asked to organise the presentation of their work to the
public in appropriate forms.

**Objectives/Learning Outcomes/Capability Development**

In undertaking this course, students can expect to:

- develop creative, practical and reflective skills in the realisation of a production project in radio, television
  or integrated media;
- develop skills in the presentation of their media production work to the public;
- develop their ability to critique media production projects and to give and receive feedback;
- develop their ability to collaborate effectively within a creative production team;
- develop their knowledge of creative, academic and industry frameworks through which production projects
  can be understood.

**Overview of Learning Activities**

As a Year 3 / Semester 2 course, learning activities in Production Project 2 will be primarily student-driven
and project-based.

Students will engage in the production of their media projects, based on the proposals developed in
Production Project 1. Students are required to work on at least two projects in Production project 2.
Teaching staff will support these activities in the role of supervisors.

Regular sessions will be held for students and staff to critique projects as they progress, discussing
creative, theoretical, logistical and collaborative issues relevant to the effective realisation of the work.

Students will be required to complete projects before the end of the course, so that time is available to
organise the presentation of their work to the public. Possible forms of presentation include showcasing
the work in a cinema; radio and television broadcasting; DVD and online distribution.

**Learning Activities**

The primary learning activity is project work where students produce projects developed in Production
Project 1.

This activity will be supported through weekly studios, in which project groups discuss and develop their
projects under the guidance of their allocated supervising producer. Some weeks, project groups will
consult individually with their supervising producer. At other times the entire studio class will meet to
discuss their work in progress and to provide peer feedback.

Students are required to participate in at least one other project in a supporting role. Subject to approval
from teaching staff, these other projects can be external to the course.

**Guest lecture series**

A short series of one hour lectures from industry professionals will take place. These lectures will highlight
some key areas of media practice relevant to student projects in the course.

Skills modules

A number of advanced hands on workshops will be offered to enable students to develop skills in specific areas of interest and relevance to their projects.

Teaching Schedule

Studio schedule

Week One: Intro course

Week Two: Consultations with groups as arranged

Week Three: Studio workshop

Week Four: Consultations with groups as arranged

Week Five: Consultations with groups as arranged

Week Six: Consultations with groups as arranged

Week Seven: Consultations with groups as arranged

Week Eight: Studio class and consultations

Week Nine: Review of work in progress

Week Ten: Review of work in progress

Week Eleven: Consultations with groups as arranged

Week Twelve: Consultations with groups as arranged

Week Thirteen: Test screening, listening and user session

Guest lecture and skills modules will be advised in week one.

Overview of Learning Resources

Students in this course will make use of the wide range of film, television, radio and new media production equipment and facilities available for students in the B. Comm. (Media).

The broader resources of the library and the AFI Research Collection will also be valuable for students in this course.

Students wishing to use 16mm film as a production format will be required to pay for the costs of the film stock, processing and telecine. Students producing projects using video or audio as source formats will be provided with consumables.

Students will also be expected to provide their own external drives for the storage of their project media files.

Learning Resources

Other Resources

Students in this course will make use of the wide range of film, television, radio and new media production equipment and facilities available for students in the B. Comm. (Media). Students may also use their own equipment in the production of projects.
Overview of Assessment

Assessment in this course will have three components -

1. Preparation and presentation of a project report. that identifies the expected outcomes for the project and summarises the process to date.

2. Students will keep a learning journal in the form of a weblog (blog).

3. Completed project outcomes will be assessed against those agreed in the project report.

Assessment Tasks

Assessment task one: Project report

Due in studio class week four

Value: 20%

Each project group is required to deliver an oral presentation to their supervising producer, detailing their project plan and progress to date.

This presentation should be supported by the following written material:

- summary of proposed production outcomes and delivery formats;
- production schedule;
- finalised cast and crew list;
- other appropriate supporting material as agreed in advance with supervising producer.

Assessment task two: learning journal (blog)

Due: November 10

Value: 30%

Students will keep a learning journal in the form of a weblog where reflective work relating their individual ideas and practice to broader creative, theoretical/critical and industry contexts will be recorded and assessed. Their blog will also be the space where they will outline their individual objectives for the course, reflect on the production process they are contributing to and evaluate whether their completed projects have achieved their objectives. Students should reflect upon their secondary roles as well as the major project.

Assessment task three: Project Work

Due: November 3

Value: 50%

Projects will be assessed on the extent to which they have achieved outcomes detailed in students’ project reports, including participation, collaboration and engagement with production activities. Half of the assessment of this task will be done by teaching staff and half by students.