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FIT2026 Sound and video studio - Semester 1, 2012

This unit provides a theoretical and practical guide to the processes involved in producing audiovisual content designed for informational purposes. It will cover the processes involved in designing and documenting such a project in terms of the information delivered and the logistics involved, the actual recording and editing of media used in the project, including technical standards conventionally employed in video and DVD production. This unit will be delivered in a studio environment with an emphasis on collaborative learning.

Mode of Delivery

Caulfield (Day)

Contact Hours

1 hr lecture/wk, 3 hrs studio/wk

Workload

Students will be expected to spend a total of 12 hours per week during semester on this unit as follows:

- 1 hour lecture
- 3 hours studio
- 8 hours self-directed reading, preparation and research.

Unit Relationships

Prohibitions

VSA3020, MMS2407, MMS2410

Prerequisites

FIT1012

Chief Examiner

Mr Mark Power

Campus Lecturer

Caulfield

Mark Power, Consultation hours:

Consultation hours: Thursday, 10-12
Tutors

Caulfield

Mark Power, Consultation hours: Thursday, 10-12
Academic Overview

Outcomes

At the completion of this unit students will have -

A theoretical and conceptual understanding of:

- the nature of the development process involved in digital video and audio production, and the
tasks and management processes associated with it;
- the characteristics of computer hardware and software which are used in the development of
multimedia systems related to sound and video content;
- the need for management and control of the multimedia development process and the
contribution which management tools and techniques can make to this process.

Developed attitudes that enable them to:

- demonstrate a positive approach to teamwork, allowing them to work as part of a project team
and an ability to communicate with a client and deliver the relevant information as per the client brief.

Developed the skills to:

- effectively make use of sound/video recording hardware and editing software;
- edit digital video in post production;
- author a DVD based multimedia product which will play on a standard DVD player.

Demonstrated the teamwork skills necessary to:

- work as a member of a project team.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:
   a. engage in an internationalised world
   b. exhibit cross-cultural competence
   c. demonstrate ethical values

critical and creative scholars who:

   a. produce innovative solutions to problems
   b. apply research skills to a range of challenges
   c. communicate perceptively and effectively
Assessment Summary

In-semester assessment: 100%

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project plan for a DVD-based Authoring Project</td>
<td>20%</td>
<td>Friday, 30 March 2012, 5PM</td>
</tr>
<tr>
<td>1st Process Journal</td>
<td>20%</td>
<td>Friday, 20 April 2012, 5PM</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td>Friday, 25 May 2012, in Studio class</td>
</tr>
<tr>
<td>Major DVD project delivery and Process Journal Submission 2</td>
<td>50%</td>
<td>Friday, 8 June 2012, 5PM</td>
</tr>
</tbody>
</table>

Teaching Approach

Studio teaching

Studio teaching is an actively guided peer participatory approach.

Feedback

Our feedback to You

Types of feedback you can expect to receive in this unit are:

- Informal feedback on progress in labs/tutes
- Graded assignments with comments

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

2011 was the first year that this subject was run at Caulfield.

Student response was positive in regard to their being able to decide on the subject matter of the project.

The subject does require students to borrow audio/visual equipment.
While a one-day borrowing system had been in place at Berwick, the feedback indicated that this arrangement was problematic as it left only a short interval between pick up and return times.

In response, a two-day borrowing system was implemented.

If you wish to view how previous students rated this unit, please go to https://emuapps.monash.edu.au/unitevaluations/index.jsp

**Required Resources**

Please check with your lecturer before purchasing any Required Resources. Prescribed texts are available for you to borrow in the library, and prescribed software is available in student labs.

Software relating to this subject may be accessed from several of the on-campus student labs.

The main applications used in this subject for audio, video and DVD technologies are in the Macintosh lab B342B at Caulfield. This software can also be found in Mac lab K110.

The principle editing/authoring software will be the Adobe Master Collection

Software may be:

- purchased at academic price at good software retailers
# Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>No formal assessment or activities are undertaken in week 0</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Unit overview and expectations / cross platform issues</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Writing project proposals and filming permissions/ live action camera techniques</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Video editing techniques</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Live action sound recording/microphones/ waveform editors</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Interview techniques</td>
<td>Project Plan documentation due Week 5, Friday, 30 March 2012, 5PM</td>
</tr>
<tr>
<td>6</td>
<td>Good Friday Holiday</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Lighting fundamentals</td>
<td>1st process journal due Week 7, Friday, 20 April 2012, 5PM</td>
</tr>
<tr>
<td>8</td>
<td>Video compression issues</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Elements of digital sound, sound editing</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Colour correction</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>DVD authoring/Presentations - aims and expectations</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Presentations</td>
<td>Presentation due Week 12, 25 May 2012 (in Studio); Process Journal 2 and Final Product Delivery due Week 14, 8 June 2012, 5pm</td>
</tr>
<tr>
<td>SWOT VAC</td>
<td>No formal assessment is undertaken SWOT VAC</td>
<td></td>
</tr>
</tbody>
</table>

*Unit Schedule details will be maintained and communicated to you via your MUSO (Blackboard or Moodle) learning system.*
Assessment Requirements

Assessment Policy

Faculty Policy - Unit Assessment Hurdles

Assessment Tasks

Hurdle Requirements

This unit has a group based assessment component of 60% and an individual component of 40%

To pass in this unit a student must obtain:

- 40% or more in the individual assessment, and
- 40% or more in the group assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 50% then a mark of no greater than 49-N will be recorded for the unit.

Participation

Responsibility for student work

Students should note that they are, at all times, responsible for their work. All relevant material should be backed up on a regular basis to CD, DVD or Flash disks. The university has CD & DVD burners in the computer labs and blank CDs/DVDs may be purchased through the on campus bookstore. Loss of assignment work due to hardware failure, virus or theft will not be accepted as reasons for late or non-submission of work. Students must hold an exact copy of all work which they submit for assessment, this copy should be held until your final result for the unit is released.

Assessment procedures for a non-performing team member

If the unit assessor, or one or more team members, becomes concerned regarding the contribution of one or more members of a group then the unit assessor will determine, using the project documentation, examination of Process diaries and discussion with the students concerned whether the student or students are making an equitable contribution to the work of the group.

If it is determined that the student or students are not making an equitable Contribution to the work of the group they may be deemed to be a non-performing team member.

In the event of this determination being made the group component of their assessment will be multiplied by a factor of up to 0.5 to arrive at a raw score.

Late submission

Assignments must be submitted by the due date. Details of the assignments submission procedure will be supplied via the unit on-line pages.
Assessment Requirements

Where assignments are submitted in person (eg. hard copy or disk) an Berwick FIT 'Assignment Cover Sheet' with appropriate identification and signatures must be attached. All work must be presented in an A4 plastic cover. If multiple written pages, must be stapled or bound.

It is your responsibility to keep track of and manage your assignment due dates

Penalties are incurred from the due date at the rate of a 10% reduction in grade for each day (including weekends) the assignment is late.

If you are having difficulty with assignment submission, please advise your Unit Adviser immediately so that any problems can be addressed.

• Assessment task 1

  Title:       
  Project plan for a DVD-based Authoring Project

  Description:  
  This document will serve as the blueprint for the strategies and production schedule for the main DVD project you will undertake this semester.

  Weighting:  
  20%

  Criteria for assessment:

  ♦ Attention to technical detail and scope of project
  ♦ Clarity & design of layout/ inclusion of relevant sections
  ♦ Innovation in application and originality of concept
  ♦ Evidence of research undertaken and testing strategies

  Full description of the assignment requirements, due dates and assessment criteria are available on MOODLE

  Due date:       
  Friday, 30 March 2012,5PM

• Assessment task 2

  Title:       
  1st Process Journal

  Description:  
  Individual submission: This should describe in detail your work on the main project up to week 6, including commentary on individual learning and tasks undertaken

  Weighting:  
  20%

  Criteria for assessment:

  Research

  ♦ Detailed evidence of individual research being undertaken and reflection on your findings in this area
  ♦ Evidence of a process/methodology

  Development

  ♦ Discussion of individual ideas designs, brainstorming
  ♦ Discussion of implementation and planning
Assessment Requirements

Learning

♦ Discussion of individual/group achievements successes and problems.
♦ Discussion of problem-solving and reflection on this process

Production

♦ Discussion of new skills developed/used.
♦ Discussion of your contributions made to the project each week in relation to your project timeline.

Full description of the assignment requirements, due dates and assessment criteria are available on MOODLE

Due date:
Friday, 20 April 2012, 5PM

• Assessment task 3

Title:
Presentation

Description:
This is a formal presentation / demonstration of the product, including discussion of the process undertaken.

Weighting:
10%

Criteria for assessment:

♦ Product overview

Discussion of the project – and the objectives behind its development.

What options or ideas did you offer to the client and what final approach was decided upon?

♦ Clarity of presentation

Well thought out and practiced.

Effective communication.

♦ Demonstrated development

Evidence of a creative solution.

Evidence of logistical problem solving.

♦ Depth & originality of content

How well were the problems/ solutions discussed.

Key technologies/processes addressed.

Full details of project requirements will be posted on MOODLE

Due date:
Assessment Requirements

Friday, 25 May 2012, in Studio class

- **Assessment task 4**

  **Title:**
  Major DVD project delivery and Process Journal Submission 2

  **Description:**
  **Group assignment:** This is the delivery of the completed DVD assignment.

  Delivery includes formal handover of all product content, as well as a second submission of your individual project journal.

  The journal should show your contributions and reflection on the project. It will contain written reflections, analysis, drawings, screenshots, and any other material that provides insight into your role on the project.

  **Weighting:**
  50%

  **Criteria for assessment:**

  - **Overall design quality**
    - Key concepts effectively communicated.
    - Suited to the purpose of the product.

  - **Functionality/Technical ability**
    - Key technical issues addressed.
    - Overall quality of the product in technical terms.

  - **Innovation & originality of content**
    - Creative solutions implemented

  **Research**

  - Detailed evidence of individual research being undertaken and reflection on your findings in this area
  - Evidence of a process/methodology

  **Development**

  - Discussion of individual ideas designs, brainstorming
  - Discussion of implementation and planning

  **Learning**

  - Discussion of individual/group achievements successes and problems.
  - Discussion of problem-solving and reflection on this process

  **Production**

  - Discussion of new skills developed/used.
  - Discussion of your contributions made to the project each week in relation to your
Assessment Requirements

- project timeline.

Full description of the assignment requirements, due dates and assessment criteria are available on MOODLE

**Due date:**
Friday, 8 June 2012, 5PM

Examinations

Assignment submission

It is a University requirement ([http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html](http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html)) for students to submit an assignment coversheet for each assessment item. Faculty Assignment coversheets can be found at [http://www.infotech.monash.edu.au/resources/student/forms/](http://www.infotech.monash.edu.au/resources/student/forms/). Please check with your Lecturer on the submission method for your assignment coversheet (e.g. attach a file to the online assignment submission, hand-in a hard copy, or use an online quiz).

Online submission

If Electronic Submission has been approved for your unit, please submit your work via the VLE site for this unit, which you can access via links in the my.monash portal.

Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.


Returning assignments

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later.
Other Information

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and to provide advice on how they might uphold them. You can find Monash’s Education Policies at: http://policy.monash.edu.au/policy-bank/academic/education/index.html

Key educational policies include:

- Plagiarism (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Special Consideration (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html)
- Grading Scale (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/)
- Orientation and Transition (http://www.infotech.monash.edu.au/resources/student/orientation/); and

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students. For Sunway see http://www.monash.edu.my/Student-services, and for South Africa see http://www.monash.ac.za/current/

The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal for more information. At Sunway, visit the Library and Learning Commons at http://www.lib.monash.edu.my/. At South Africa visit http://www.lib.monash.ac.za/.

Academic support services may be available for students who have a disability or medical condition. Registration with the Disability Liaison Unit is required. Further information is available as follows:

- Website: http://monash.edu/equity-diversity/disability/index.html
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Sunway Campus
- Telephone: 03 9905 5704, or contact the Student Advisor, Student Community Services at 03 55146018 at Sunway
ADDITIONAL INFORMATION:

Due to the nature of group work in this subject, it is expected that all students will attend 100% of classes.

If you are absent for more than two tutorial sessions you must supply a medical certificate or other appropriate documentation.

If you are finding problems with this requirement please ensure you speak to your unit adviser as early as possible.

Attendance at tutorials without any work outside of this allocated class time will not be sufficient.

It is your responsibility to ensure that you can make this commitment before you embark on this subject.

There will be a one-hour lecture and a three-hour tutorial each week. It is also expected that you will spend 8 hours per week in personal study and research. To get the most out of this time you should make sure you have with you a copy of the project you are working on with you when you attend classes.

READING LIST

There are no required texts. Individuals may need to purchase texts relating to their specific project.