

SCREEN & MEDIA

TRIMESTER 1 - Bachelor & Diploma units

CRITICAL THINKING SCREEN & MEDIA THEORY

→ Screen & Media Studies

In this unit, students learn to think critically as they study principal theories that have informed cinema and continue to influence contemporary screen and media practice. These include classical Hollywood cinema, gender, psychoanalysis, genre theory, entertainment, director as auteur, and new media theory. Students learn how to articulate the manner in which film has evolved throughout by discussing narrative, editing, sound, and cinematography.

STORIES ON SCREEN

→ Creative Development

This unit introduces students to the process of creating stories for screen media. Students learn concept creation and develop an understanding of the inspiration behind creating great stories. Students become familiar with the character generation and writing dialogue. They will learn how different stories for screen and media are created.

TRIMESTER 2 - Bachelor & Diploma units

SCREEN GENRES

→ Screen & Media Studies

In this subject, students study examples of different genres of screen and media. Students will watch films and screen media, analyse the theoretical and historical characteristics of different genres, and discuss how they are exemplified in contemporary screen and media. Students also analyse how genres can blend to create and emerge as new genres.

SCREENWRITING

→ Creative Development

In this unit, students are introduced to the methods of screenwriting and examine the elements that constitute the principles of storytelling. Through the development and pitching of concepts, students gain insights into how the role of the writer contributes to the development of scenarios. This subject covers traditional screen narrative structure as well as non-linear narrative, character development, writing for a visual medium, and visual literacy.

TRIMESTER 3 - Bachelor only units

AUSTRALIAN SCREEN CULTURES

→ Screen & Media Studies

In this unit, students examine historic and contemporary screen and media cultures in Australia - including the aesthetics of Australian content on screen, Australian-produced work, and overseas co-productions. This subject covers contemporary filmmaking, film festivals, television culture, feature films, documentaries, short films, and web series.

INTRODUCTION TO PRODUCTION

→ Production

In this unit, students learn the practical and technical aspects of the screen and media production process as well as the roles of crew and personnel in a production environment. Students are introduced to the role of the producer, planning the shoot, crew roles, storyboarding, logistics, risk management, and budgeting in the production software Yamdu which is provided. Students will develop skills in collaboration and communication and an awareness of health and safety on set.

VIDEO & DIGITAL JOURNALISM

→ Practice

This unit is all about practical skills in Video and Digital filmmaking, primarily through learning how to control the settings of any camera and the basics of video editing. We will start by analysing some high end work from existing productions, and then, through a series of practical exercises in class, we will record very specific setups and edit them together to demonstrate your understanding of the basics. It's a busy trimester and participation in class times is key. We should be able to get most of your work done in the class sessions, but for your assessments you will need to allocate some time each week for work outside of class. All key equipment and software (Adobe Premiere Pro, DaVinci Resolve) is provided, but an external hard drive for storing your footage is a must.

PRODUCTION FOR NEW TECHNOLOGIES & MULTI-PLATFORM DELIVERY

→ Production

In this unit, students encounter production skills and knowledge required for working with new technologies and for multiplatform delivery. Students learn how to recognise the right content to use on the right platform for a particular audience. Students will be introduced to emerging media domains that reach new audiences using new business models.

SMARTPHONE FILMMAKING

→ Practice

This unit covers shooting and editing on smartphones. Students study formal devices such as camera framing, lighting, sound, dialogue, and editing choices using smartphones for social media platforms. Students will explore aspects of screen and media production applicable to smartphones such as optical image stabilisation, non-mechanical and mechanical grips, lighting, sound and creative smartphone filmmaking.

SCREEN NARRATIVE

→ Creative Development

In this unit, students examine the roles and relationships of the director, cinematographer, editor, and composer. Using the principles of visual storytelling, and planning, shooting, and postproduction, students acquire knowledge from the key perspectives as they consider the creative and technical aspects of producing screen media.

TRIMESTER 3 (continued) - Bachelor only units

SCREEN CRAFT

→ Production

In this subject, students work in groups and attend weekly meetings of their creative teams as they work through the unit to form a deeper understanding of cinematography, directing, and editing. Students will have opportunities to be involved as a key creative, taking on a minimum of two different roles. This unit runs in concert with Episodic Narrative, so it's required that students are enrolled in both units simultaneously.

TRIMESTER 4 - Bachelor only units

GLOBAL SCREEN CULTURES

→ Screen & Media Studies

In this unit, students look at key works that inform global screen cultures in terms of historical, aesthetic, production and cultural contexts, from their beginnings of cinema through to contemporary work. Students analyse global screen cultures and examine how transnational forces shape local production and explore culturally diverse modes of visual storytelling.

PRODUCE NARRATIVE DOCUMENTARY

→ Creative Development

In this unit, students work in a group to develop a documentary project to be completed in stage 5. Students will examine documentary film theory and practice, definitions of documentary film, articulate its components, and describe its effects and use in society. Students are guided in how to identify and develop documentary story ideas, and learn skills in researching, budget, proposal, shooting script, interviewing skills, and identifying the platform on which to publish.

TRIMESTER 5 - Bachelor only units

IMPACT, DISTRIBUTION & MARKETING

→ Screen & Media Studies

In this unit, students develop a strategic impact, distribution, and marketing plan as they identify distribution channels for their creative capstone project. Students evaluate case studies where screen media have created positive change in people's behaviour.

CAPSTONE DEVELOPMENT

→ Creative Development

In this unit students commence the creation of a Capstone production, to be submitted at the end of the course, taking on production roles in a professional setting alongside their peers. This unit builds upon the technical and theoretical learnings across the course with an emphasis on successful completion of specific development and pre-production tasks. In the first weeks, groups are formed and key roles are identified, after which the groups are expected to participate in regular feedback sessions with the unit coordinator. These groups will continue to work collaboratively across the two-stages of the Capstone project. The unit is designed to showcase the progress and development of the student as screen practitioner in their chosen field.

EPISODIC NARRATIVE

→ Production

In this unit students develop an episodic narrative and build on their knowledge of storytelling to explore the various narrative structures that can be used to create an episodic narrative that will keep audiences engaged. Students evaluate episodic narratives on various platforms to understand how stories can determine their own structure.

SOUNDTRACK FOR SCREEN

→ Production

In this unit, students learn how a soundtrack can affect all aspects of screen media such as narrative, character, editing, dialogue, genre, and sound effects and be used to create meaning for audiences. Students will learn how to brief the composer who is working on the soundtrack. They will break down the creation of the soundtrack of a screen production to learn about the different areas and personnel involved.

BRANDED CONTENT

→ Practice

In this unit, students produce native advertising and branded content for multiplatform delivery. Students create advertorial, native advertising, the paid/third-party advertising format that supports either brand or direct-response goals. Students will develop content that matches the form, feel, function, and quality of the content of the media in which it appears.

DOCUMENTARY PRODUCTION

→ Practice

In this practical unit students work in groups, in a prescribed process, to produce a documentary film the development and pre-production for which was completed in stage 4 (Produce Narrative Documentary). Students will be guided to further enhance their documentary filmmaking skills in areas such as sound recording, cinematography, editing, producing and online editing skills, as well as marketing and distribution planning.

PROFESSIONAL INQUIRY

→ Production

In this unit students will be required to investigate an area of personal interest from within their field of study. It applies a curatorial approach by leveraging the interdependence between the pedagogical areas of inquiry covered earlier in the course and the need for independent project-driven exploration. This may be in the field of cinematography, production design, post-production, visual effects or another aspect of screen and media production, based on the approval of their supervisor/mentor. This inquiry allows students to consolidate and further develop expertise, knowledge and skills from the production and practice streams of the course. The expectation is that students will work independently, meeting weekly with a staff mentor to plan and discuss their project. The meeting provides a forum for sharing solutions to problems, discussing approaches to projects and any other issues relevant to the unit.

TRIMESTER 6 - Bachelor only units

SCREENS STUDIES & CREATIVE INDUSTRIES CAPSTONE PROJECT

→ Screen & Media Studies & Creative Development

In this unit, students complete a final creative project using all of the skills built and learned throughout the course. The capstone unit builds on the work completed in Capstone Development, which is a pre- requisite for this unit.

INDUSTRY PLACEMENT

→ Common Unit

In this unit, all students complete a screen and media industry placement. Each student undertakes a supervised work placement activity designed to enhance knowledge and connections in the industry they are about to enter.

CREATIVE ENTREPRENEURSHIP

→ Practice

This unit introduces students to the principles of creative entrepreneurship in the context of screen and media ventures. Students learn the creation and strategic commercial exploitation of creative or intellectual capital. Students draw upon entrepreneurial accomplishments of leaders in a variety of areas in order to understand creative entrepreneurship as a practice building a knowledge of ethics, inclusion, diversity and representation.