

Media 1 | COMM2624



Still from Adam Curtis, 'All Watched Over
by Machines of Loving Grace' (2011)

COMM2624 Media 1

Project Brief 4_ Portrait of A Media Idea: Ecologies of Attention (20%)

Rough cut due for presentation to workshop guests in Wk 12 / Fine cut due Wk 13 Friday, 2 June, 5pm

This project brief asks you to work in a randomly assigned group of 3 students to collaboratively produce a 7-8 minute audio work that creatively responds to this semester's media research theme of 'attention'.

This audio work should creatively engage with relevant academic and popular knowledge and debates around an aspect of the set theme. This will require you to research your topic. It will also require you to consider the different affordances of sound as a way of communicating ideas and a narrative.

Think of what you are making here as a provocative 'intervention' in to ways of thinking about media. Your topic should be specific - find an 'angle' and a particular media example or examples to apply or explore the debates and theories through. [Handy hint - you should pose a research question that frames your audio piece and which you answer or explore through it].

What you are making here is an unfamiliar hybrid essay//documentary//podcast//feature// experimental soundscape. (We'll listen to examples of different audio forms to get ideas about what form to possibly create/subvert/adapt).

Constraints:

- I. The finished audio work should comprise a combination of original and found/existing media materials - this is important in terms of the texture of the final work.
- II. The final audio work should be genuinely collaborative – all group members must contribute. It should be coherent and stylistically unified (i.e. beware handing in and three separate sections by separate authors obviously stitched together moments before submission).
- III. The use of copyrighted materials in the essay is permitted – but only in the context of the 'fair

dealing' provisions of the *Copyright Act 1968* (i.e. for the purposes of 'research and study' and 'criticism'). That is, you can use excerpts of copyright material if you want to 'quote' a section of a particular media text. Please note that to use material in this way it must be clearly accompanied by some sort of analytical and or critical analysis (and you will need to think about how to do that in and audio context).

For copyright reasons the final audio work should not be made publicly available (i.e. uploaded to services such as Soundcloud and/or embedded on your blogs)

ALL AUDIO WORKS should include the following disclaimer (as a voiceover - not included in the time limit) as well as contact information:

This audio work was produced by students in the course COMM2624 Media 1 in the Bachelor of Communication (Media) degree at RMIT University, Melbourne. Any excerpts from copyrighted audio, film clips or other media are utilized here for the purpose of research, study and criticism within the context of the 'fair dealings' provisions of the *Copyright Act (1968)*. If you believe copyright of a property you have rights to has been infringed please contact [all group student names and email addresses] and brian.morris@rmit.edu.au [Course Coordinator – COMM2624 Media 1].

Submission Requirements

i. Upload the completed audio work to the group google drive folder shared with you by your tutor – it should not be uploaded to public platforms such as YouTube, Vimeo or Soundcloud due to copyright infringement risk.

ii. An (electronic) Production Dossier (for the group) that includes:

- Collaborative contract (must be completed and submitted via your group google drive submission folder in Wk 9)
- Annotated Bibliography exercise (due Wk 10),
- Rough cut due for class presentation - Wk 12 workshop
- Blog posts detailing and reflecting on the feedback received in class on drafts
- Release forms for any interviewees; any other relevant paperwork
- A screen shot of your final edited sequence in Adobe Audition
- Minutes (bullet points are fine) from group meetings (screenshots of online meetings can be used)
- Bibliography and any key references consulted [separate from Annotated Bibliography]
- List of media materials sourced and used

iii. Group assessment declaration

iv. Each member of the group should write an individual written reflection of up to 800 words (this should be in sentences/paragraph - not dot points). This reflection should address:

- I) what you consider to be the most successful and problematic aspects of the submitted work;
- II) how your audio work 'plugs in' to concepts and theories as raised in lectures, class discussion, and reading

III) what you learnt about the different affordances of audio-based media

IV) and what you learnt in the making process about collaboration that might be relevant to your broader development as a media practitioner.

Post the reflection to your individual blog.

Qualities are we looking for (criteria for evaluation)

- creativity in terms of choosing a way to engage with and respond to the theme of Media as an Attention Ecology within the constraints
- technical competence in media making (appropriate to this stage of the course and degree)
- texture [diversity of media materials]
- demonstrated independent research around the 'attention' beyond materials supplied and referenced in class
- demonstrated understanding of some of the conceptual issues at stake around the concept of 'Attention'
- ability to notice, reflect and learn from the creative process [as documented in the written reflection]

[END]