

WRAP +  
LOOKING  
AHEAD TO  
YOUR  
STUDIOS



1. REMINDERS & 'THE WRAP'
2. LEARNING GRAPH EX
3. COURSE SURVEY (CES)
4. SOME REFLECTIONS FROM BRIAN
5. SEMESTER TWO STUDIOS

## REMINDER

### Backing up your Audio work

Regularly save a new version of your project-session file/ folder [or when you make major editing decisions] e.g. AudioWork PB4 v1.0, AudioWork PB4 v1.2, AudioWork PB4 v1.5, AudioWork PB4 v1.8

Regularly save a copy of your project-session files + a copy of your media clips etc files to 1) the cloud (google drive, dropbox) ... *AND* ... 2) an external drive

## FINAL LECTORIAL (WK12) POST

There are 2 steps to this:

complete a 'learning graph' [see the next slide] and post a photo of it on your blog

write on the following as a commentary on the graph (hint: focus on any 'light-bulb moments' you might have had.

->What and how did you learn that you think was really valuable?

->What did you find the most challenging about the course?

->What have you discovered about your own creative practice as a media maker?

## COURSE OBJECTIVES

Upon successful completion of this course, you will be able to:

- Analyse and discuss media objects in terms of disciplinary frameworks.
- Analyse and evaluate your own learning styles.
- Explore and use a range of production technologies to make media.
- Reflect upon and explain your creative choices in individual and group contexts.

### PART 1 'MEDIA' AS A HOME + HOW WE LEARN

Week 1 (1 Mar) - 'media': a home for your practice

Week 2 (8 Mar) - what is 'media'?

Week 3 (15 Mar) - the edit

Week 4 (22 Mar) - how do we learn (to become media practitioners)?

### PART II ASKING QUESTIONS OF OTHERS, OURSELVES AND MEDIA

Week 5 (29 Mar) - interviewing and documentary form

Week 6 (5 Apr) - being a media operator - ethics and privacy

Week 7 (12 Apr) - why, where and how do we look? (textual attention)

*[Easter/Mid-Semester Break is a 'split' teaching week - workshops take place 20 Apr.]*

Week 8 (26 Apr) - considering fandom - too much attention?

### PART III RESEARCHING, COLLABORATING + COMMUNICATING IN A SPECIFIC MEDIA FORM

Week 9 (3 May) - doing research and collaboration

Week 10 (10 May) - paying attention to sound

Week 11 (17 May) - the attention industries

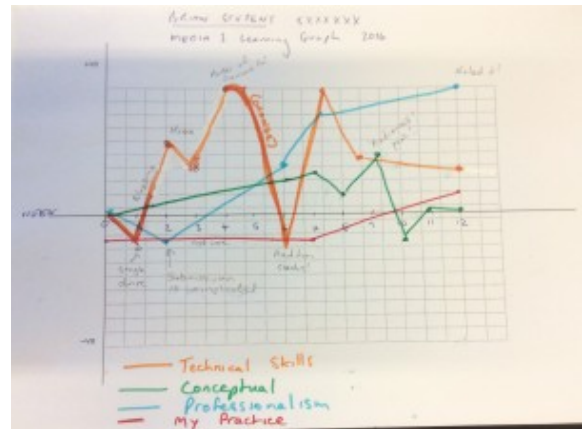
Week 12 (24 May) - the wrap: looking ahead to the media studios

Guest speakers - Liam Ward (the edit), Paul Richard (being a media operator), Louise Turley (interviewing), Rachel Wilson (collaboration), Jeremy Bowtell (the fine cut), Kyla Brettle (stories and sound), Ramon Lobato (TV, audiences, fragmentation, Netflix)

## LEARNING GRAPH

4 lines - use different colours

1. technical skills
2. conceptual/theoretical skills
3. ways of working and learning
4. a sense of your media practice



horizontal axis - divide in to 12 units (for the weeks)

vertical axis - your learning

(intensity/quantity/quality of understanding)

T  
E  
C  
H  
N  
I  
C  
A  
L

blogging - familiarity with wordpress platform, publishing online, uploading/downloading/embedding images/videos/audio/links

audio recording - microphones & mic'ing up, levels, signal-to-noise, clipping

video recording - framing, composition, focus, exposure, white balance, typical shots (for interviews), sound with vision

audio and video editing - premiere and audition, workflow, sequences, transitions, titles, audio, basic effects, multitrack, exporting & compression

T  
E  
C  
H  
N  
I  
C  
A  
L

C	theory/research		C
O	(and its uses/insights)	linear storytelling vs more	O
N	media as an academic discipline	abstract associational media	N
C	sound, image, video	making	C
E	'affordances'	conceptualising media's	E
P	reading & recognising	attention economy:	P
T	academic work	-narratives and storytelling	T
U	focused research -	-audiences/fans	U
A	databases, annotated bib	-institutions/industries	A
L		-technologies/mediums	L

	work ethic/mode		
	privacy/ethics	collaboration & roles	
W	processes - e.g. reading	feedback - giving, taking,	L
A	and understanding	using	E
Y	briefs, submitting all the	feedback -verbal in class,	A
S	component parts in the	written	R
	form required	feedback - before	N
O	peers-cohort-part of	submission vs after	I
F	something	submission	N
	peer-to-peer learning	broad research skills	G

P  
R  
A  
C  
T  
I  
C  
E

creativity (where does it lie; how might you express it? how do you make it happen)

craft/skill

passion

reflection

engagement with media environments

contribution to the world/society/culture

P  
R  
A  
C  
T  
I  
C  
E

## ALL THE WORK WHILE CRYING V2.0

2017 SEASON 1

2018 SEASON 2

2019 SEASON 3

---

MEDIA 1

MEDIA 2-5 / 4 x Studios

MEDIA 6

CONTEXT COURSES

ELECTIVES

## COURSE SURVEY

- You can access in four different ways:
  - email sent from RMIT Student Feedback Team (surve **RMIT student email account**)
  - Blackboard
  - Survey Services Centre website ([rmit.edu.au/ssc](http://rmit.edu.au/ssc))
  - [myRMIT](#)
- Queries – contact [surveys@rmit.edu.au](mailto:surveys@rmit.edu.au)
- Results will be available at [rmit.edu.au/ssc](http://rmit.edu.au/ssc)

But before you do ...

The screenshot shows the myRMIT website interface. At the top, there are navigation links for RMIT AUSTRALIA, ALUMNI, STUDENTS, and STAFF. The user's name, YI LING CHENG, and an EXIT button are visible. The RMIT UNIVERSITY logo and myRMIT branding are present, along with a link to BACK TO STUDENTS WEBSITE. The main navigation bar includes Home, myStudies, and myDetails. A prominent black box highlights that myRMIT opens on the Home page. The main content area features a 'Welcome Yi Ling Cheng' message. Below this, there are two columns: 'RMIT ANNOUNCEMENTS' and 'EMAIL'. The announcements list includes items like 'Important communications from RMIT', 'Check out the new study guides for your course', 'Communications from RMIT', 'Enrich your study experience today', 'Enter the Bentley 2013 Student Design Competition', 'Make the most of RMIT's library and collections', 'See what's in the Careers Toolkit', 'Student Portal Release', 'Team Alma needs your vote to take top honours', and 'Understanding your student record'. The email section shows 'UNREAD EMAILS (0)' and 'HELP WITH EMAIL'. On the right side, there are sections for 'LAUNCH APPLICATIONS' (including ENROLMENT ONLINE, CAREERS TOOLKIT, and STUDENT SURVEYS) and 'NEW TO RMIT? GET STARTED'. A 'YOUR VOICE COUNTS! SHARE YOUR FEEDBACK WITH US' section is also visible. Two callout boxes provide additional context: one points to the 'LAUNCH APPLICATIONS' section, stating 'List of applications available to students enrolled with a partner institution.', and another points to the 'STUDENT SURVEYS' link, stating 'Student surveys is listed under Launch Applications'.

Using the scale - 'neither agree nor disagree' does not count -> avoid pls

## CES 2016 S1 for COMM2624 - Media 1

### Section 2

This section asks you about your experience in your course

Thinking about this course, please respond to each statement.

Overall, I am satisfied with the quality of this course

strongly  
disagree

disagree

neither  
agree nor  
disagree

agree

strongly  
agree

Please click "NEXT" or ► arrow on mobile devices to continue.

**What are the best aspects of this course?**

Please use 2000 characters or less.

Please don't use these characters in your answer: = + - / \

**What aspects of this course are in most need of improvement?**

Please use 2000 characters or less.

Please don't use these characters in your answer: = + - / \

**In the last week how many hours, outside of class, did you study for this course?**

- 0-2 hours
- 3-4 hours
- 5-6 hours
- 7-10 hours
- 11 or more hours



PART I 'MEDIA' AS A HOME + HOW WE LEARN

Week 1 (1 Mar) - 'media': a home for your practice

Week 2 (8 Mar) - what is 'media'?

Week 3 (15 Mar) - the edit

Week 4 (22 Mar) - how do we learn (to become media practitioners)?

PART II ASKING QUESTIONS OF OTHERS, OURSELVES AND MEDIA

Week 5 (29 Mar) - interviewing and documentary form

Week 6 (5 Apr) - being a media operator - ethics and privacy

Week 7 (12 Apr) - why, where and how do we look? (textual attention)

*[Easter/Mid-Semester Break is a 'split' teaching week - workshops take place 20 Apr.]*

Week 8 (26 Apr) - considering fandom - too much attention?

PART III RESEARCHING, COLLABORATING + COMMUNICATING IN A SPECIFIC MEDIA FORM

Week 9 (3 May) - doing research and collaboration

Week 10 (10 May) - paying attention to sound

Week 11 (17 May) - the attention industries

Week 12 (24 May) - the wrap: looking ahead to the media studios

Guest speakers - Liam Ward (the edit), Paul Richard (being a media operator), Louise Turley (interviewing), Rachel Wilson (collaboration), Jeremy Bowtell (the fine cut), Kyla Brettle (stories and sound), Ramon Lobato (TV, audiences, fragmentation, Netflix)

'That's because on Facebook we're not the customers.  
We are the product.'

- DOUGLAS RUSHKOFF  
(TALKING ABOUT SOCIAL MEDIA PLATFORMS)

## THINGS TO DO OVER THE BREAK

start an online portfolio

relax and keep making stuff (because it's fun)

# SEM 2 MEDIA STUDIOS

so what is happening in Media 2?

## MEDIA 2-5: THE STUDIOS

**Bachelor of Communication - Media (3yr)**  
Program Map

Yr.Sem	Media Professional Strand	Majors Strand	Elective Strand
1.1	COMM264 Media 1 (24pt)	Contextual Major (12pt)	School Elective (12pt)
1.2	COMM265 Media 2 / Studio*	Contextual Major	School Elective
2.1	COMM266 Media 3 / Studio*	Contextual Major	School Elective
2.2	COMM267 Media 4 / Studio*	Contextual Major	University Elective
3.1	COMM268 Media 5 / Studio*	Contextual Major	University Elective
3.2	COMM269 Media 6	School Elective	School Elective

\*Studios offered each semester - students select via online preference program held - see [www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)

## STUDIOS

Project based + making driven

'Vertical' (there will a mixture of 1st & 2nd years in each studio)

24 credit points – usually 5 hours of class per week  
( 1 x 2hrs + 1 x 3hrs class)

You will complete four studio's throughout the program

## STUDIOS

Driven by conceptual and theoretical problems that require ...

Innovative thinking and making

Experimentation

Iteration

Collaboration

## STUDIOS AND CORE GRADUATE CAPABILITIES

making media (initiate, innovate, adapt, evaluate)

learning to learn (reflective practice) ... ability to adapt as a practitioner

applying discipline-specific skills and knowledge (practical + theoretical)

contextual knowledge (local/international, social/ethical awareness)

collaboration skills

communication skills (diverse formats, diverse audiences)

problem-solving skills

## THE BALLOT

### Studio 'pitch' – **Thursday 8<sup>th</sup> June**

Google online ballot – open for just over a week.

3 preferences (1<sup>st</sup> or 2<sup>nd</sup> preference cannot be guaranteed)

You must ensure there are no timetable clashes

'The judges decision is final' – **NO SWAPS** are permitted after the ballot allocation.

If you do not ballot you will be allocated a studio (there will be no swaps)

## REMEMBER

The 'studio' is the course.

You are enrolled in the course COMM2625 Media 2 and then placed in a studio

Your timetable will be automatically populated with your studio times – these cannot be changed.

They are all extremely interesting!

## SEMESTER 1 2017 STUDIO PRESENTATIONS

### **Thursday 8<sup>th</sup> June [Wk 14] in Room 80.2.07**

Semester 2 Studio Pitch – 2.00pm-3.00pm

Sem 1 Studio Presentations - 3.00pm-4.45

Welcome for students to new Media Precinct space - free food+drink - 5pm on

<http://www.mediafactory.org.au>

QUESTIONS?