

# SCREEN & MEDIA

## TRIMESTER 1 - Bachelor & Diploma units

### CRITICAL THINKING SCREEN & MEDIA THEORY (SCM1) → Screen & Media Studies (6 credits)

In this unit, students learn to apply principal theories that have informed cinema and continue to influence contemporary screen practice. These include classical Hollywood cinema, queer theory, psychoanalysis, genre theory, auteur theory and new media. Students learn how to articulate the manner in which film has evolved through discussion of film form.

### STORIES ON SCREEN (SCMCD1) → Creative Development (6 credits)

This unit introduces students to the process of creating stories for screen media. Students acquire tools for concept creation and develop an understanding of the principles behind creating great stories. Students become familiar with the role of character in story, genre, tone and writing dialogue. They will learn how different stories for screen are created and captured in screenwriting software.

## TRIMESTER 2 - Bachelor & Diploma units

### AUSTRALIAN SCREEN CULTURES (SCMASC2) → Screen & Media Studies (6 credits)

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.

### EPISODIC SCREENWRITING (SCMEPS2) → Creative Development (6 credits)

This unit focuses on the specific methods of writing for episodic programs, from web series to series television/streaming content. Students revisit some of the elements that constitute universal principles of effective storytelling before focusing on short-form screenplays. Through the development and pitching of their own original concepts, students gain insights into the role of the writer in the script development process. Students examine how to build audience engagement through the writer's creative choices using character, suspense, point of view and genre.

## TRIMESTER 3 - Bachelor only units

### GLOBAL SCREEN CULTURES (SCMGSC3) → Screen & Media Studies (6 credits)

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.

### INTRODUCTION TO PRODUCTION (SCMP1) → Production (6 credits)

In this unit, students learn the practical and technical aspects of the screen 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, safety and logistics, risk management, and budgeting in the production software Yamdu which is provided. Students will develop skills in collaboration and communication with a key emphasis on health and safety on set.

### VIDEO & DIGITAL FILMMAKING (SCMPR1) → Practice (6 credits)

This unit is all about practical skills in 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 (DaVinci Resolve) is provided, but an external hard drive for storing your footage is a must.

### DIGITAL FILM EDITING (SCMDFES) → Production (6 credits)

In this unit students learn the post-production skills and knowledge required to edit a short film, take it through the basic post-production steps, cut a trailer and short promos for it, and finish them for multiplatform online delivery. Students will learn the basics of editing theory, sound mixing, colour-grading, how to cut a short promo and how to deliver for the internet.

### MOBILE FILMMAKING (SCMMFMS) → Practice (6 credits)

This unit introduces students to the practical, technical and aesthetic aspects of shooting digital film on available devices. Students will be introduced to the formal elements of film including; framing, lighting, movement, time and space, mise-en-scene, editing and sound, using their own phones or available cameras to create films or music videos.

### SCREENWRITING FOR SHORT FILM (SCMSSF3) → Creative Development (6 credits)

Building on the skills learnt in earlier units, such as structure, plot and characterisation, students will now learn how to conceptualise their ideas for a short screen-based script, how to write an outline of their screen project, and how to pitch an idea to producers. Students will continue to build skills in giving and receiving feedback. Students examine how to build audience engagement through the writer's creative choices using character, suspense, point of view and genre. Throughout the unit, students will write their own short screenbased script.

## TRIMESTER 3 (continued) - Bachelor only units

### SCREEN CRAFT (SCMP3)

→ Production (6 credits)

In this subject, students work in groups and attend weekly workshops as they work through the unit to form a deeper understanding of many craft skills such as 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 Production, so it's required that students are enrolled in both units simultaneously.**

### EPISODIC PRODUCTION (SCMEPR3)

→ Practice (6 credits)

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

## TRIMESTER 4 - Bachelor only units

### DOCUMENTARY DEVELOPMENT (SCMDDV4)

→ Creative Development (6 credits)

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.

### SOUNDTRACK FOR SCREEN (SCMP4)

→ Production (6 credits)

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.

## ELECTIVE

### BRANDED CONTENT (SCMPR4)

→ Practice (6 credits)

In this unit, students produce advertising and branded content for multiplatform delivery. Students create advertorial, native advertising, 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.

## TRIMESTER 5 - Bachelor only units

### IMPACT, DISTRIBUTION & MARKETING (SCM5)

→ Screen & Media Studies (6 credits)

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 has created positive change in people's behaviour.

### DOCUMENTARY PRODUCTION (SCMP5)

→ Production (6 credits)

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.

### CAPSTONE DEVELOPMENT (SCMCD5)

→ Creative Development (6 credits)

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 the 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 a screen practitioner in their chosen field.

### PROFESSIONAL INQUIRY (SCMPR5)

→ Practice (6 credits)

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 CAPSTONE PROJECT (SCM6)

→ Screen & Media Studies & Creative Development (12 credits)

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 (CRFIPLS)

→ Production (6 credits)

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 (SCMPR6)

→ Practice (6 credits)

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.