



COURSE OUTLINE

CMN300 Screen Business: Advanced Concepts and Contemporary Issues

Course Coordinator: Chris Carter (ccarter1@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Changing digital technologies and media platforms have revolutionised film and television practices and industries, introducing new forms of engagement as well as fragmentation of traditional media audiences. In this course, you will explore how contemporary screen media attracts funding and reaches audiences. You will examine screen production cultures, industrial structures, distribution channels, transnationality and relationship with audiences. You will be able to identify economic and socio-cultural drivers that underpin screen media's ongoing significance. Addressing the rapidly moving contexts in which screen content is produced and consumed, this course develops your knowledge of one of contemporary media's most responsive and creative forms.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop – On campus tutorial/workshop for 12 weeks (or equivalent).	2hrs	Week 2	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

- Development
- Script Breakdown
- Budgeting
- Funding
- Casting
- Preproduction
- Locations
- Risk Assessment
- Scheduling
- Production
- Postproduction
- Distribution

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Identify the key approaches and issues of screen producers and production companies in the screen industries.	Knowledgeable
2 Work cooperatively to analyse and explain the effects of economic, regulatory and technological developments of screen form and content.	Knowledgeable Creative and critical thinker
3 Analyse and discuss key trends in the production and distribution of screen media.	Knowledgeable Creative and critical thinker

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

The course includes an early assessment due in Week 4 which will provide formative feedback on academic progress and understandings of core concepts. If extra support is required at this stage, we will identify support mechanisms such as face-to-face discussions with the course coordinator or tutor, and/or academic skills and information literacy assistance.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Individual and Group	30%	5-10 minute presentation and associated project documentation.	Week 3	In Class
All	2	Portfolio	Individual and Group	35%	A collection of forms and agreements completed in response to the needs of the project.	Week 13	Online Assignment Submission
All	3	Activity Participation	Individual and Group	35%	1 day on set plus post-production services for 1 scene.	Week 11	Online Self and Peer Assessment

All - Assessment Task 1: Development

GOAL:	You will develop and present a project plan for a micro-budget screen media project.	
PRODUCT:	Oral and Written Piece	
FORMAT:	Short presentation, pitch deck and associated documentation.	
CRITERIA:	No.	Learning Outcome assessed
	1	Accurate identification of the key approaches and issues in independent screen production
	2	Correct and complete project documentation
	3	Content, delivery and timing of project pitch
	4	Assessment criteria are mapped to the course learning outcomes. 1 2 3

All - Assessment Task 2: Production

GOAL:	You will complete a series of production milestones involving production-related activities such as scheduling, budgeting and casting. You will provide documents such as appearance and location release forms, crew agreements and safety assessments.		
PRODUCT:	Portfolio		
FORMAT:	You will submit a portfolio of evidence to support completion of the project milestones. The portfolio will be developed throughout the semester according to your production schedule. All project documentation is to be finalised and submitted as part of the project delivery.		
CRITERIA:	No.		Learning Outcome assessed
	1	Completion of all project milestones	
	2	Contribution to production team meetings and activities	
	3	Completeness of project documentation	

All - Assessment Task 3: Film Crew Role

GOAL:	You will participate in principal photography and post-production of a screen media project.		
PRODUCT:	Activity Participation		
FORMAT:	You will work as a crew member on set in a predefined role and provide post-production services to deliver a finished scene. Self and peer assessment will be undertaken after wrap as per the production schedule specified by the producing team.		
CRITERIA:	No.		Learning Outcome assessed
	1	Preparation for principal photography	
	2	Professionalism and performance in assigned crew role and on set	
	3	Adherence to health and safety protocols and Australian Screen Industry Code of Practice	
	4	Responding to guidance and direction	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Maureen A. Ryan	2017	Producer to Producer	n/a

8.2. Specific requirements

Students are required to attend the principal photography phase of production in person and work as part of a team.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au