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Please see separate handbooks for details of other degrees and programs offered by the Department of Screen and Media:
- Honours in Screen and Media  
- Bachelor of Media  
- Bachelor of Creative Arts (Digital Media)  
- Bachelor of Creative Arts (Screen Production)
Introduction

This booklet provides an overview of the Bachelor of Arts major in Screen and Media and details the subject offerings for 2012.

Many students will be aware that there was no further intake into either the Screen Studies or the Digital Media Studies BA majors from 2011; those majors have effectively been combined into a single major in Screen and Media. Continuing or ‘transitioning’ students (i.e. those students who commenced their degrees in 2010 or before) have the option of pursuing either the new combined Screen and Media major or completing their original Screen Studies or Digital Media Studies major under the old Course Rules. Information on these old and new majors is available on-line.

For information about the Screen Studies major:

For information about the Digital Media Studies major:

For information about the Screen and Media major:

Under the BA Course Rule introduced in 2011, the number of units now necessary to complete a Major has changed from 33 to 36, and the unit value of Flinders upper-level topics are now 4.5 units. Topics that have been completed under the old Course Rule will still count towards the completion of a student’s course. Transitioning students are advised to contact the BA office for individual consultation regarding how to manage these changes. They may also seek help from the Screen and Media Director of Studies. Further details regarding these changes are available on-line:
http://www.flinders.edu.au/courses/transition/undergrad/ba/ba.cfm

Full-time students should expect to enroll in four topics per semester, generally selecting from the list of ‘Upper Level’ topics. Please note several SCME topics may have prerequisites. In those cases, you must satisfy the prerequisites listed for a topic before enrolling in that topic.

Introduction to Digital Graphic Design, Introduction to Scriptwriting, 3D Animation, 3D Effects, Practicum in Screen Studies and Screen Industries, Digital Media Enterprise Development, and all of the ‘Screen Production Techniques’ topics are electives. They do not fulfill requirements for a major or minor in Screen and Media.

The information on reading and assessment is meant only as a guide to students when choosing subjects. Final assessment and syllabus information is distributed to students in the first week of semester as part of the Statement of Assessment Methods forms.

Since printing this handbook, changes may have occurred. For the most up-to-date information regarding timetabling, please check
Topics by Semester

**First Semester Options**

First Year
SCME 1000: Film Form and Analysis
SCME 1002: Convergence Cultures

Upper Level Topics
SCME 2001: TV History and Theory
SCME 2003: Non-fiction Form and Ethics
SCME 2106: Narrative and Storytelling
SCME 3002: Cinema and Fantasy
SCME 3012: Independent Research Project

Electives
SCME 2004: Introduction to Digital Graphic Design
SCME 2050: Screen Production Techniques 1
SCME 2202: 3D Animation
SCME 3010: Digital Media Enterprise Development
SCME 3050: Screen Production Techniques 4
SCME 3051: Introduction to Script Writing
SCME 3100: Practicum in Screen Studies & Screen Industries

**Second Semester Options**

First Year
SCME 1001: Media Histories

Upper Level Topics
SCME 2000: The Hollywood Industry
SCME 2005: Media Audiences
SCME 2101: Australian Cinema
SCME 2201: Interaction Design
SCME 3007: Kids’ Media Cultures
SCME 3012: Independent Research Project

Electives
SCME 2051: Screen Production Techniques 2
SCME 2203: 3D Effects
SCME 3052: Screen Production Techniques 5
SCME 3053: Screen Production Techniques 6
SCME 3100: Practicum in Screen Studies & Screen Industries
Screen and Media Staff, 2012

Head of Department: Julia Erhart
Director of Studies: Mike Walsh
Production Coordinator: Alison Wotherspoon
Postgraduate Coordinator: Karen Vered
BA Honours Coordinator: Ruth Vasey
Bachelor of Media Coordinator: Katie Cavanagh
BCA (Screen Production) Coordinator: John McConchie
BCA (Digital Media) Coordinator: Katie Cavanagh

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SCME 1000: Film Form and Analysis

Topic coordinator: Mike Walsh

Level: First Year
Units: 4.5
Duration: Semester 1
Contact hours: 4 (1 x 3-hr lecture/screening, 1 x 1-hr tutorial)
Prerequisites: None
Corequisites: None

Syllabus
The topic introduces the close analysis of film as a formal system. We will look at the professional vocabulary for describing the component parts of a film production—cinematography, editing, mise-en-scène and soundtrack. Along the way, we will consider issues regarding the history of screen media and the theoretical questions that have been posed about these media at different historical moments. We will examine and explore the language of narrative analysis as well as non-narrative filmmaking, and we will pose questions about the industrial structure of screen technologies and what it means to consider those industries as national industries, particularly from an Australian context.

Aims
This topic will introduce students to the methods and vocabulary of the close analysis of screen-based media, particularly film. It will also provide an introduction to some of the theoretical questions that have been posed about the nature of these media and the nature of audiences’ interactions with them. Students will be encouraged to watch movies closely and listen to them intently with the aim of describing and analysing them in detail. We will also consider screen media as industrial artworks around which production, distribution and exhibition practices are linked.

Text book
David Bordwell and Kristin Thompson, Film Art: An Introduction

Assessment
Assessment will include written and production exercises as assigned, a test on lecture material, and participation in tutorial groups.

Timetable
Lecture/Screening: Monday 1 – 4*
Tutorials: Tuesday, Wednesday or Friday options

(*note: students who have a clash during the screening time should still enroll. We will only have screenings occasionally and films will be available to view in the library.)
SCME 1001: Media Histories

Topic coordinator: John McConchie

Level: First Year
Units: 4.5
Duration: Semester 2
Contact hours: 4 (1 x 3-hr lecture/screening, 1 x 1-hr tutorial)
Prerequisites: None
Corequisites: None

Syllabus
This topic explores media and their historical contexts. By examining various historical circumstances, philosophies and artistic movements, the topic situates media developments and movements in their wider social and cultural settings. The topic sheds light on important background to contemporary practices.

Aims
- To understand social and cultural contexts for media developments
- To practice and improve critical reading skills
- To understand media movements in their past and present configurations
- To practice and improve scholarly writing skills
- To become familiar with a selection of media styles and their historic precedents

Expected Learning Outcomes
- Students will become familiar with a selection of media forms and styles
- Students will learn to read critically and distinguish a claim from evidence
- Students will understand the historical circumstances in which selected media movements emerged
- Students will gain practice in scholarly writing and learn to argue a claim with evidence

Text book
Topic Reader available from Unibooks

Assessment
Assessment will consist of essays, tutorial participation, and tutorial presentation

Timetable
Lecture/Screening: Wednesday 9 – 12
Tutorials: Options Wednesdays and Thursdays
SCME 1002: Convergence Cultures

Topic coordinator: Karen Orr Vered

Level: First Year
Units: 4.5
Duration: Semester 1
Contact hours: 3 (1 x 2-hr lecture, 1 x 1-hr tutorial)
Prerequisites: None
Corequisites: None

Syllabus
This topic explores concepts and applications in digital media and media convergence. Technical, theoretical and cultural developments relevant to the convergence of media and the emergence of new media will be examined. Areas of study may include interactivity, digital formats, and business practice.

Aims
This topic aim to give students the opportunity to:

• understand technical, social and cultural contexts for new media development
• acquire a working vocabulary relevant to understanding and expressing ideas about digital media
• become familiar with a range of digital media practices
• practice and improve critical reading skills and related scholarly writing skills

Expected Learning Outcomes
In taking this topic students will:

• demonstrate a familiarity with various forms of digital media
• gain a working vocabulary of concepts relevant to digital media theory and practices
• learn to read critically and distinguish claim from evidence
• gain practice in scholarly research and writing; learning to argue a claim with evidence

Text book
Topic Reader available from Unibooks. Some readings may also be accessed online.

Assessment
Assessment may include a combination of written and oral assignments including essays, tutorial participation, and test.

Timetable
Lecture: Tuesdays 9 – 11
Tutorial: options on Tuesdays, Wednesdays and Thursdays
SCME 2000: The Hollywood Industry

Topic coordinator: Ruth Vasey

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact hours: 4 (1-hr lecture, 2-hr screening, 1-hr tutorial.)
Prerequisites: None
Corequisites: None

Syllabus
The organisation of the topic is roughly historical, ranging from the beginning of the twentieth century to the present day. We will examine the American cinema as an industry engaged in the production and sale of a commercial commodity, and consider the ways in which that commodity has been standardised and regulated. In the process, we will explore the ways in which production, distribution and exhibition are linked in the Hollywood system. Who is responsible for the images produced by Hollywood? What ideological purposes do they serve, both domestically and internationally? We will be concerned with the institution of Hollywood more than with individual movies; consequently movies screened may be chosen for their typicality rather than for their ‘excellence’.

Aims
It is expected that on completion of this topic, students will be able to:
• Demonstrate an understanding of the main economic, industrial and social processes underlying the evolution of the Hollywood entertainment industry from its earliest beginnings to the multinational corporate business of the present day
• Critique instances of the popular cinema as commercial commodities as well as aesthetic objects

Textbook
A topic reader will be available from Unibooks.

Recommended Text

Assessment
Reading reports, tutorial participation, examination.

Timetable
Lecture and screening: Fridays 9 - 12
Tutorial options: Tuesdays

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SCME 2001: TV History and Theory

Topic coordinator: Karen Orr Vered

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact hours: 3 (1 x 2-hour lecture/screening and 1 x 1-hour tutorial)
Pre-requisites: None
Co-requisites: None

Syllabus
This topic is a survey course that introduces students to a range of issues relevant to television studies within the Humanities. Through readings, screenings, lectures, discussions, and student assignments, we will evaluate these theories and develop critical perspectives on Australian television. The topic will take a look at what television was (its history) and what it is becoming (its future development). The topic is a valuable introduction to key concepts that are taken up in other SCME topics.

Aims
This topic engages students in the study of television history and theories about television’s operation in society. Students will gain an understanding and working vocabulary around key issues in television studies, as they have been articulated in Australian, UK and US scholarship. This vocabulary will include a command of the theoretical and historical arguments about broadcasting, cable, and new media technologies relevant to television. Students will demonstrate their knowledge of this material in oral and written works that apply theories, historical analyses, and textual analyses to contemporary issues and objects. By the end of the semester, students who have completed all assignments (including readings and attendance at seminars) should be able to speak and write, with an informed and reflective fluency, on the range of issues addressed.

Text book
Course readings are compiled in a Reader, available for purchase from Unibooks. Some readings may be accessed on line.

Assessment
Assessment will include a combination of assignments from among the following: written and oral summaries, reports and presentations, essays, and tests.

Timetable
Lecture: Tuesdays, 2 – 4
Tutorial options: Thursdays, noon or 2PM
SCME 2003: Non-fiction Form and Ethics

Topic coordinator: Julia Erhart

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact hours: 4 (1 x 1-hr lecture, 1 x 2-hr screening, 1 x 1-hr tutorial)
Prerequisites: none
Corequisites: none

Syllabus
This topic will provide students with the opportunity to formulate an informed opinion about what a ‘documentary’ is and how it differs from fiction film, and the place of non-fiction media in contemporary culture more broadly. Week 1 poses basic questions: What is the place of ‘non-fiction’ media in contemporary culture, and what specifically is a ‘documentary’? In Weeks 2-6 students explore historical documentary styles and modes. In Weeks 7-10 we consider the ethics of documentary making and the blurring boundaries between documentary and other non-fiction media forms. Throughout the topic we encounter key figures in documentary filmmaking (Grierson, Wiseman, Hegedus/Pennebaker, Morris, Lanzmann, Moore, Varda, Broomfield) as well as significant canonical works. Students completing the topic will emerge with a clear understanding of the aesthetic accomplishments, ethical issues and histories of documentary screen practice.

Aims
We will aim to encounter key figures and movements in documentary, studying the stylistic components associated with documentary films and videos. There will be opportunities to explore the truth claims made by documentaries (and other non-fiction media) and issues of ethics via a series of case studies. The blurring boundary between ‘documentary’ and other neighboring forms (historical fiction films, biopics, reality TV) will also be considered.

Text books
Topic Reader available from Unibooks

Assessment
Assessment will include some or all of the following: written and oral presentations and summaries, and essays

Timetable
Lecture/screening: Thurs 10 – 1
Tutorials: Monday and Tuesday options
SCME 2005: Media Audiences

Topic Co-ordinator: Melanie Swalwell

Level: Upper Level
Units: 4.5
Duration: Semester 2 (note: this topic will be taught intensively during the first six weeks of semester only.)
Contact hours: 4 hours per week (1x 2-hr lecture, 1x 2-hr tutorial).
Prerequisites: SCRN1000 OR SCRN1002 OR MDIA1002 OR 4.5 units of first level SCME topics
Corequisites: none

Syllabus
This topic surveys some of the major approaches to media and audience—including media effects and structural models (gender, class, ethnicity, etc), interpretive, filmic and televisual spectatorship, fan based—and methods for conducting audience research. We will consider the potentials and limitations of each of these, and the challenges which newer media pose to various conceptions of audience.

Aims
• To introduce students to key concepts and major debates in audience studies.
• To develop a vocabulary and theoretical framework for discussing media audiences and audience research methods.
• To develop skills in reading, analysis, listening, facilitation, and writing.

Textbook
None. Students will need to retrieve physical and scanned pdfs of readings (e-Readings) from the Flinders Library.

Assessment
Reading responses, tutorial facilitation, tutorial participation, written assignment.

Timetable
Lecture: Tuesday 11-1
Tutorial options: Tuesdays and Thursdays
(Note: This topic is taught intensively. Classes commence at the beginning of the semester but run only for the first six weeks of semester).
SCME 2101: Australian Cinema

Topic Co-ordinator: Mike Walsh

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact hours: 4 (1 x 3 hour lecture/screening bloc, 1 x 1-hr tutorial)
Prerequisites: none
Corequisites: none

Syllabus
The topic is based around research projects into Australian cinema. It understands Australian cinema to involve not just a collection of films, but the interconnection of production, distribution, and exhibition as well as governments, pressure groups, and audiences. Students will be allotted a South Australian produced film and a local theatre and will have to undertake research projects that deal with both. In the process we will be visiting the South Australian Film Corporation to familiarize ourselves with their history and the State Records office of South Australia to work with archival records. We will be winding newspaper microfilm and searching on-line databases in order to undertake our historical research.

Aims
This topic has two broad aims. First it will to introduce students to the history of production and exhibition on a local basis (i.e within South Australia). It will also act as an introduction to the methods of film history research by having students work intensively on projects in which they will have to compile a bibliography of material on a film and a cinema and construct a historical analysis around their research findings.

Text books
A topic reader will be available from Unibooks.

Assessment
Assessment will include a research dossier, a class presentation and a written assignment

Timetable
There is a lecture/screening time on Monday morning from 9 – 12 with tutorial options on Wednesdays. We will only use these class times at the beginning and end of the semester. At other times, students will conduct their research in libraries and archives. The tutorial time will be used for consultation with the lecturer.
SCME 2106: Narrative and Storytelling

Topic Co-ordinator: John McConchie

Level: Upper Level
Unit value: 4.5
Duration: Semester 1
Contact hours: 1 hour lecture, 1 hour tutorial, 2 hr screening (only occasionally)
Pre-requisites None

Syllabus
The topic is designed around a series of weekly lectures that introduce a range of theories of narrative, including:

- Aristotle's theories of drama in his Poetics;
- Formalist analysis;
- structural linguistics with its applications to the study of myth and folktale;
- post-structuralism and the idea of narrative codes;
- psychoanalysis with the appropriation of work on dreams;
- cognitive approaches; and
- practice-oriented rules of thumb on the construction of successful scripts.

Aims
The topic will aim to give students a firm grounding not only in narratology, but also in some of the other theoretical fields that have been influential in contemporary theory. We will read these different theories in a critical way, analysing the assumptions and methodologies of the writers. We will also try to provide spaces for those of you creating stories, to reflect on your own practices and to try out the models of narrative that will be proposed during the course.

Textbook
A Topic Reader will be available from Unibooks.

Assessment
Written assignments, reading tests, and class participation.

Timetable
Lecture: Wednesday 10 -1
Screenings: Wednesday 1 -3 (note: there will only be a limited number of screenings)
Tutorial options: Thursdays
SCME 2201: Interaction Design  
Topic co-ordinator: Theodor Wyeld

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<tr>
<td>Units:</td>
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<tr>
<td>Duration:</td>
<td>Semester 2</td>
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<td>Contact hours:</td>
<td>3 (1 x 1-hr lecture, 1 x 2-hr workshop)</td>
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<td>1 Admission into BCreatArts, or</td>
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<td>1d Admission into BEd(ECh)/BA, or</td>
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**Syllabus**
This topic explores the notion of designing interactive interfaces with the user in mind. It addresses the concepts of user testing, interviewing techniques, prototyping, and heuristic evaluation of handheld devices, Web, Smartboard, 3D and Flash Games. From this, students will be able to recognise, evaluate, and design interactive devices following sound usability principles.

**Aims**
To understand the core concepts of user-centred interaction design as it applies to industry standards. To acquire a working vocabulary relevant to understanding user-centred interaction design. To become familiar with a range of interactive interfaces and their usability issues.

**Expected Learning Outcomes**
Students will become familiar with the core concepts of user-centred interaction design as it applies to industry standards. Students will gain a working vocabulary relevant to understanding user-centred interaction design. Students will gain a working knowledge of a range of interactive interfaces and their usability issues.

**Assessment**
Laboratory exercises, Projects and Tutorial presentations

**Timetable**
Lecture: Monday 9 - 10  
Workshops: Monday options.
SCME 3007: Kids’ Media Cultures
Topic co-ordinator: Karen Orr Vered

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact Hours: 3 (1 x 3-hr seminar)
Prerequisites: 9 units of second level SCME, SCRN or MDIA topics
Corequisites: None

Syllabus
This topic explores children’s media and key debates that continually trouble the subject of children and media. Students will have the opportunity to apply their knowledge to research and creative projects of their own design. Through reading, discussion and analysis students will gain a critical understanding, vocabulary and ability to comment on media made for children and by children. This topic will be relevant to students in Education, Humanities, and Social Sciences.

Topic Aims
This topic examines children’s media cultures as consumer culture, in four modules. We begin by asking, what is childhood? and explore how we have arrived at the 21st century understanding of childhood. The second module focuses on censorship debates that have ensued over different children’s media including comic books, film, television, and emergent media such as video games and computer applications. The third module discusses marketing functions through the objects and narratives of children’s consumer culture. The final module looks closely at current media for children (Club Penguin, Toast TV, and others).

Expected Learning Outcomes
Upon completion, students will have:

- gained an understanding of how the present ideal of childhood has developed over time and the growing importance of children's media in the last century;
- learned about a range of research strategies for the study of children and media and will apply some of these techniques in their own research and creative work;
- demonstrated their knowledge of the concepts and skills in written and oral exercises, research presentations and/or creative work.

Textbook
A topic reader will be compiled for this topic and available for purchase at Unibooks. Some readings may also be accessed online.

Assessment
Assessment will include assignments in some or all of the following forms: written and oral presentations and summaries, essays, tests, and creative work.

Timetable
Seminar: Thursday 10 – 1.
SCME 3012: Independent Research Project in Screen Studies

Topic Co-ordinator: Mike Walsh

Level: Upper Level
Units: 4.5
Duration: Semester 1 or 2
Contact hours: No scheduled contact hours, but equivalent of 1 hour consultation with supervisor each fortnight
Prerequisites: Approval of topic coordinator, which must be sought prior to enrolment
9 units of second level SCME, SCRN or MDIA topics
Corequisites: None

Note: This topic is only for students wishing to pursue a clearly defined research goal. Students wishing to enroll in this topic should prepare a clear outline, in writing, of the project they wish to attempt, and gain the consent of a staff supervisor before meeting with the topic coordinator.

Permission to enroll in the topic will depend upon the student’s academic record, and on the availability and willingness of a member of academic staff to supervise the proposed project.

Aims
This topic aims to develop students’ general analytical skills and their capacity for independent research. It provides a space for highly motivated students to pursue a specialised area of study, ideally with a view to undertaking a project or thesis at Honours level. Possible study areas include: introducing students to a comprehensive body of screen production from a specific historical era, national or regional cinema, or genre within film, television or digital media: advancing students’ comprehension of the theoretical and critical debates pertinent to their chosen area of inquiry.

Syllabus
Potential students in this topic will require a topic area and preliminary bibliography as well as the supervision of a Screen & Media staff member in order to formulate a specific program of study.

Text books
Reading to be set by consultation with supervisor.

Assessment
Could include any or all of the following: annotated bibliography, screening notes, final research report or essay or project. To be decided upon in consultation with Independent Study supervisor.

Timetable
Consultations by appointment with supervisor.
SCME 2004: Introduction to Digital Graphic Design
(elective)

Topic coordinator: Katie Cavanagh

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 3 hours per week (2 hr lecture, 1 hr. workshop).
Prerequisites: None
Corequisites: None

Syllabus
Introduction to Digital Graphic Design explores the practical aspects of designing text and images for inclusion in digital media. Students learn to combine original text and graphics in a variety of digital formats. This topic should appeal to those who are interested in creating text and images for inclusion in a variety of media forms. Assessment is based on a combination of written and project based assignments. Class contact time consists of 1 hour of lecturing followed by 1 hour of software demonstration. Students then have a 1 hour hands on workshop to apply the skills and theories discussed in class.

Aims
This topic aims to:
- deliver skills in basic web design with a focus on both the written and visual aspects in online texts
- explore basic design concepts
- address the importance of visual language in all aspects of design
- demonstrate writing styles suitable for various media and to assist students in developing an individual and an appropriate writing style of their own

Assessment
Students will, over the course of the semester, be required to produce four pieces of work for assessment. The work will be a combination of individual and collaborative effort.
1. Exercises – Illustrator and Photoshop
2. Web Project
3. In Class Project - Archiving
4. Portfolio and Self Portrait
5. Discussion and Participation

Timetable
Lecture: Fridays 9 – 11:00 in Hum Nth. 1
Workshop: options on Thursdays and Fridays
SCME 2050: Screen Production Techniques 1 (elective)

Topic co-ordinator: Helen Carter

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 4 hours per week (1 hr unit meeting, 3 hr. workshop).
Prerequisites: credit or higher in SCRN1000 or SCME1000

Syllabus
The topic introduces students to collaborative video production. Introductory workshops in the use of digital cameras, location sound recording, lighting, non-linear editing, crew roles, script breakdown, production management and production design will be offered. Workshops will provide students with the practical training needed to undertake more intensive projects at the higher level. The central philosophy that guides the way in which this topic is delivered is the importance for emerging video/film makers to learn how to work collaboratively and creatively together. All the practical work in this topic is group based.

Aims
This topic aims to:
- allow students to demonstrate the integration of theory into practice,
- develop individual craft skills,
- introduce students to the use of digital video production equipment and nonlinear editing,
- develop in students an understanding of the production process and the main elements of production provide students with opportunities to collaborate creatively and solve problems with their peers

Text book

Recommended Texts

Assessment
The assessment is a mixture of group work and individual requirements. Individual work will be assessed and must be passed in order to continue with production topics at a higher level.

Timetable
Unit meeting: Tuesday 1PM
Workshop: Wednesday
Students should note that class attendance is compulsory.
SCME 2051: Screen Production Techniques 2 (elective)

Topic co-ordinator: Helen Carter

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact Hours: 4 hours per week
Prerequisites: SCRN 2050 or SCME 2050

Syllabus
This topic involves collaboration on a script in order to develop skills in coverage, production design and crew roles. In weeks 5-8, through collaboration with drama workshop students, there will be a focus on working with actors and covering live production. Weeks 9-11 will focus on post sound and the semester will conclude with short productions.

Aims
This topic aims to build on production skills including: directing actors, camera and lighting, editing, sound recording, and sound post production. The topic will also provide experience working with actors in a live stage and working out effective ways to cover live production. There will be a special focus on post sound production. The course will provide students with opportunities to develop screen production skills through group activities and assignments.

Textbook
TBA

Recommended Texts
Pro Tools for Video, Film and Multimedia, Yewdall,

Timetable
Workshop: Wednesday, 1PM – 5PM
SCME 2202: 3D Animation

Topic co-ordinator: Theodor Wyeld

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact hours: 3 (1 x 1-hr lecture, 1 x 2-hr workshop)
Pre-requisites:
1 Admission into BCA-Bachelor of Creative Arts
2 ^ 1 Units in spk(s): BCA-DIMD - Digital Media
2a ^ 1 Units in spk(s): BCA-DIMD-TR - BCreatArts(Digital Media) transition study plan
3 Admission into BSCCDM-Bachelor of Science in Computing and Digital Media
3a Admission into BA-Bachelor of Arts
3b Admission into BEDECBA-Bachelor of Education (Early Childhood), Bachelor of Arts
3c Admission into BEDECSEBDS-B Bachelor of Education (Early Childhood & Special Ed), B Disability Studies
3d Admission into BEDMSSBA-B Bachelor of Education (Middle & Secondary Schooling), B Arts
3e Admission into BEDMSESED-B Bachelor of Education (Middle & Secondary/Special Ed), B Disability Studies
3f Admission into BEDMSSBHS-B Bachelor of Education (Middle & Secondary Schooling), B Health Sciences
3g Admission into BEDMSSBSC-B Bachelor of Education (Middle & Secondary Schooling), B Science
3h Admission into BEDPRBA-Bachelor of Education (Primary R-7), Bachelor of Arts
3i Admission into BEDPRSEBDS-B Bachelor of Education (Primary R-7 & Special Ed), B Disability Studies
3j Admission into BCADMOS-Bachelor of Creative Arts (Digital Media)
3k Admission into BITDMH-Bachelor of Information Technology (Digital Media) (Honours)
3l Admission into BITDM-Bachelor of Information Technology (Digital Media)
3m Admission into BMEDIACA-Bachelor of Media (Creative Arts)
3n Admission into BMEDIAPA-Bachelor of Media (Public Affairs)
3o Admission into BCADM-Bachelor of Creative Arts (Digital Media)

Must Satisfy: ((1 and (2 or 2a)) or ((3 or 3a or 3b or 3c or 3d or 3e or 3f or 3g or 3h or 3i or 3j or 3k or 3l or 3m or 3n or 3o)))

Syllabus
This topic explores the fundamental concepts of 3D modelling, rendering and animation in MAYA. A practical overview of these concepts as they are supported by the MAYA software package will be explored as a series of small projects. The focus will be on addressing the production of a convincing 3D animation and exploration of 3D media more generally.

Aims
This topic aims to provide students with the opportunity to:
- understand fundamental concepts of 3D modelling, rendering and animation as it applies to industry standards
- acquire a working vocabulary relevant to understanding and practice in 3D animation
- become familiar with a range of 3D animation concepts and applications

Expected Learning Outcomes
On completing this topic students will:
- demonstrate a familiarity with the fundamental concepts of 3D modelling, rendering and animation as it applies to industry standards
- have gained a working vocabulary relevant to understanding and practice in 3D animation
- have gained a working knowledge of a range of 3D animation concepts and applications

Assessment
Laboratory exercises, Projects and Tutorial presentations

Timetable
Lecture: Wednesdays 9 - 10
Workshops: Wednesdays options
SCME 2203: 3D Effects

Topic co-ordinator: Theodor Wyeld

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact hours: 3 (1 x 1-hr lecture, 1 x 2-hr workshop)

Pre-requisites:
1 Admission into BCA-Bachelor of Creative Arts
2 Admission into BCA-DIMD - Digital Media
2a Admission into BCA-DIMD-TR - BCreateArts(Digital Media) transition study plan
3 Admission into BSCCDM-Bachelor of Science in Computing and Digital Media
3a Admission into BA-Bachelor of Arts
3b Admission into BEDECBA-Bachelor of Education (Early Childhood), Bachelor of Arts
3c Admission into BEDECSEBDS-B Education (Early Childhood & Special Ed), B Disability Studies
3d Admission into BEDMSSBA-B Education (Middle & Secondary Schooling), B Arts
3e Admission into BEDMSSEBDS-B Education (Middle & Secondary/Special Ed), B Disability Studies
3f Admission into BEDMSSBH-B Education (Middle & Secondary Schooling), B Health Sciences
3g Admission into BEDMSSBSC-B Education (Middle & Secondary Schooling), B Science
3h Admission into BEDPRBA-Bachelor of Education (Primary R-7), Bachelor of Arts
3i Admission into BEDPRSEBDS-B Education (Primary R-7 & Special Ed), B Disability Studies
3j Admission into BCADMOS-Bachelor of Creative Arts (Digital Media)
3k Admission into BITDMHI-Bachelor of Information Technology (Digital Media) (Honours)
3l Admission into BITDM-Bachelor of Information Technology (Digital Media)
3m Admission into BMEDIACA-Bachelor of Media (Creative Arts)
3n Admission into BMEDIAPA-Bachelor of Media (Public Affairs)
3o Admission into BCADM-Bachelor of Creative Arts (Digital Media)

Must Satisfy: ((1 and (2 or 2a)) or ((3 or 3a or 3b or 3c or 3d or 3e or 3f or 3g or 3h or 3i or 3j or 3k or 3l or 3m or 3n or 3o)))

Syllabus
This topic expands upon the fundamental concepts introduced in the topic 3D Animation. It will address the advanced concepts of Nurbs modelling, texturing, lights and rendering, paints and brushes in 3D, and particles and physics simulations. A practical overview of these concepts as they are supported by the MAYA software package will be explored as a series of small projects. The focus will be on meeting industry standards in the production of convincing 3D simulations.

Aims
This topic aims to give students the opportunity to:

- understand advanced concepts of 3D modelling, rendering and simulation as it applies to industry standards
- acquire a working vocabulary relevant to understanding and practicing 3D Effects
- become familiar with a range of 3D Effects concepts and applications

Expected Learning Outcomes
On completing this topic students will have:

- demonstrated a familiarity with the fundamental concepts of 3D modelling, rendering and simulation as it applies to industry standards
- gained a working vocabulary relevant to understanding and practising 3D Effects
- gained a working knowledge of a range of 3D Effects concepts and applications

Assessment
Laboratory exercises, Projects and Tutorial presentations

Timetable
Lecture: Wednesdays 9 - 10
Workshops: Wednesdays options.
SCME 3010: Digital Media Enterprise Development
(elective)

Topic coordinator: Karen Orr Vered

Level: Upper Level
Units: 4.5
Duration: Non-Semester 1
Prerequisites: Topic Coordinator’s approval
Contact Hours: See below

Syllabus
This topic is delivered by MEGA, a collaborative group comprised of private sector, education and government organisations. Enrolment in the topic is dependent upon being accepted to the MEGA program through their application process. MEGA is an Entrepreneurship Masterclass series that takes participants from the mobile, digital content and ICT industries through an industry-driven development program to build their creative, technical and business skills for the development of new products and services for global markets. Participants form project teams and, guided by industry experts, develop and pitch new products and services to investors, buyers and business identities at a high profile Pitch Day. MEGA introduces participants to a range of high profile industry presenters and mentors. Participants are also supported by a large MEGA support network of industry, education and government.

For further information on the program and how to apply visit www.mega.org.au

Notification of acceptance will be returned from MEGA

To enroll in SCME 3010, bring written notification of acceptance to the MEGA program to Topic Coordinator, Karen Vered.

Attendance is essential and additional meetings with your group will be required.

The topic is assessed as a P/NGP grade and thus does not contribute to your grade point average. The topic is an elective and does not contribute to the completion of requirements for a Screen & Media major.
SCME 3050: Screen Production Techniques 4
(elective)

Topic coordinator: Alison Wotherspoon

Level: Upper Level
Units: 6
Duration: Semester 1
Contact Hours: 3 per week (1 hour unit meeting, 2 hour workshop)
Prerequisites: SCRN 2051
Corequisites: None

Syllabus
The topic introduces students to the development of ideas and the production of short documentary projects. Seminars and workshops will focus on the development of story and character in documentary production and the acquisition of production and post production skills.

Aims
- To introduce students to documentary production concepts.
- To introduce students to story and character in documentary production.
- To further develop production skills including: producing, directing, cinematography, sound recording, editing and sound design for documentary production.
- To provide students with the opportunity to collaborate on a creative production project.

Text Book
Michael Rabiger, Directing the Documentary 4th edition (Focal)
Topic reader to be confirmed

Recommended Texts
Marcus Gillezeau, Hands On, Currency Press, 2004

Assessment
Will be based on a mixture of individual and group work. It will include practical production exercises, Microdoc Concept Proposal and pitch, individual production report, completed Microdoc and related production papers, attendance and participation.

Timetable
Unit meeting: Tuesday, 1PM
Workshop: Wednesday, 10 – 12

Please note that attendance at seminars, workshops and tutorials is compulsory.
You are required to produce a medical certificate if unable to attend.
SCME 3051: Introduction to Script Writing (elective)

Lecturer: Matt Hawkins

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 3 per week (2 hour lecture/workshop, 1 hour tutorial)
Prerequisites: None
Corequisites: None

**Syllabus**
The topic focuses on aspects of screen writing, identifying script elements and analysing script structures in the short film form, applying this knowledge of scriptwriting to write a script, evaluating and further developing scriptwriting skills, collaborating with other students to develop scripts, characters, dialogue, resulting in a synopsis, treatment, outline, character breakdown and script for a 5 min short film.

Writing Exercises and Readings will be demonstrated in class. These exercises are to be further worked upon by students during the week and are designed to allow students to demonstrate the integration of theory into practice and to develop craft skills.

**Aims**
This topic aims to
- introduce students to the basic elements of narrative, structure, genre, character development, sound, vision
- provide students with opportunities to identify and develop script writing skills
- instil in students the importance of scriptwriting to the short film form
- expose students to, and extend their knowledge of the short film in both narrative and non narrative form
- enable students to develop and complete a script from concept to final draft within a limited time
- provide students with opportunities to collaborate creatively and problem solve with their peers.

**Reference books**
TBA, additional handouts, references will be given during the course.

**Assessment**
Students are assessed on completed synopsis, treatment, character breakdown and two drafts of a short script.

**Timetable**
Lecture/workshop: Monday 10 – 12
Tutorials: Monday options
Students should note class attendance is compulsory. Students will be required to produce a medical certificate if unable to attend a class.
SCME 3052: Screen Production Techniques 5 (elective)

Topic coordinator: Cole Larsen

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact hours: 3 per week
Pre-requisites: SCRN 2050

Syllabus
This topic allows for students (working in pairs) to complete a one minute experimental project and a five minute dramatic narrative (in groups) shot on DVCAM, edited on Final Cut Pro and sound mixed on Pro-Tools. Students will pitch their ideas to the class and lecturer. Projects will be short-listed by the lecturer according to their viability and will go into production via peer assessment. Students are required to perform at least one major and one minor crew role, as well as contribute to the conceptual and physical development of a project.

Production processes to be covered include:
• Development of concept and production of experimental narrative.
• Examining the relationship between filmmakers and actors.
• Budget, production and aesthetic breakdown of a screenplay for short narrative.
• The physical production process of short drama.
• The linkage of pre-production, production and post production.

Aims
This course aims to provide students with experiences in producing short experimental and dramatic narratives. The topic is heavily production-based and requires a commitment to workshops, seminars, lectures and the collaborative approach to project making and working with peers. Students are expected to start the semester ‘thinking on the run’, with a brainstorming approach to experimental narrative planned for Week One.

Assessment
Students are assessed on concept documents, pitch, production proposals and reports, video projects and contribution to production.

Timetable
Workshop: Wednesday 10 – 1.
Students should note class attendance is compulsory.
SCME 3053: Screen Production Techniques 6 (elective)

Topic coordinator: John McConchie

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact Hours: 3 per week
Pre-requisites: SCME3050 or SCRN 3052

Syllabus
This topic involves students thinking out the possibilities of a visual style by experimenting with a number of options. Students will work in groups throughout the semester to design shoot and edit a number of short exercises that demand from them that they think about the creative possibility of elements such as depth staging, offscreen space, montage, spatial complexity and other elements of staging, mise-en-scène, sound and editing. The work will be screened and discussed by the class in terms of the imaginative ambition displayed in its design.

Aims
This course aims to provide students with experiences in thinking about the creative options open to them in their practice of filmmaking. Students will need to work efficiently, collaboratively and imaginatively. We aim to help students discover that these are no mutually exclusive options and that if they want to have careers as filmmakers, they need to think about developing adaptable stylistic skills.

Textbook
None, though students will need to watch films and generate examples of various stylistic options.

Assessment
Students are assessed on work produced in class, participation in class discussions, and a journal through which they reflect on the ideas that went into the design of the short exercises they produce.

Timetable
Workshop: Tuesday 10 – 1.
Students should note class attendance is compulsory.
SCME 3100: Practicum in Screen and Media Industries (elective)

Topic Coordinator: Alison Wotherspoon

Level: Upper Level
Units: 4.5
Duration: Semester 1 or 2
Prerequisites: 9 Units of Upper Level SCRN, SCME, or MDIA topics and approval of Topic Coordinator

Syllabus
The Practicum in Screen & Media Industries allows students to identify and design an industry placement with an approved Industry Partner. By working within a professional environment on professional projects, students learn how the workplace operates, how they can best contribute to the working environment, and also gain a realistic sense of the path ahead if they choose a career in the creative arts or screen/media industries. It is anticipated that students will take away something useful to their career from the practicum experience. For instance, a letter of recommendation, a portfolio piece, or a network of associates, are among the tangible outcomes that we anticipate, in addition to the exploratory and educational benefits that come with being in the workforce.

Aim
This topic is designed to assist students to identify a career path and begin the transition from study to professional employment by applying their knowledge in practice and learning workplace skills and routines “on the job.” We encourage a wide range of opportunities and assist students to develop custom placements, so that students may pursue their preferred interests.

Assessment
Elective Topic Credit: This is an elective and does not count toward completion of your Screen & Media Major. You should meet with a program approver in Screen & Media to make sure that your degree will be completed within the time frame you anticipate, if you are thinking of selecting this topic. The topic is graded as P/NGP and does not contribute to your grade point average. Assessment includes completion of 120 hours of work on the placement, attendance at two seminars, written goals statement, written journal, written self-assessment.

Timetable
By negotiation with Industry Partner and topic coordinator