MDIA3004

Festivals and Exhibitions

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Alyssa Rothwell	a.rothwell@unsw.edu.au	via Email request	511G	

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

Media formats have undergone a rapid process of diffusion and diversification, and the different kinds of venue and opportunities for viewing media have multiplied: online, mobile media, small and large screen venues and gallery installations. This course explores the practical aspects of creating a Festival or Exhibition, including conception, planning, communications and management of people, product and facilities, budget, promotion and legal issues through to the final staging of the event. You will have the opportunity to gain practical knowledge of Festivals and Exhibitions through experiencing first hand the selection, organisation and exhibition of media exhibits in a particular context, focusing on a particular point of contact between object and viewer, between Media and audience.

Course Learning Outcomes

1. Appreciate the diversity of media exhibition contexts and their impact on the presentation of media works.
2. Generate innovative ideas for the exhibition of media works.
3. Identify the industry processes and practices involved in creating a festival or exhibition.
4. Engage effectively within a group to produce and present a proposal for a festival or exhibition.

Teaching Strategies

Teaching Strategies:

Weekly workshops will provide you with the foundations of the course, regular support for your practical experiences and preparation for the assessment tasks. Weekly workshops will deliver and support assessment task detail and will focus on specific aspects of planning and running a Festival or Exhibition including a presentation by an associated industry practitioner. Workshops will provide opportunity for critical discussion and group work and provide a forum for you to present and share your research findings. Assessment tasks encourage an exploration and critical review of contemporary festivals and exhibitions while developing essential professional skills including team work, verbal and written presentations, innovation and reflection.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
In-Class Activities	30%	28/09/2020 09:00 AM	1,3
Proof of Concept Package/Presentation	40%	Week 8 In Class	1,2,3,4
Research Presentation	30%	Week 10 In-class	1,3

Assessment Details

Assessment 1: In-Class Activities

Start date: Not Applicable

Details:

Approx 1000 words total. Feedback in-class.

Additional details:

A detailed brief for this assessment task and supporting guidelines will be provided.

Assessment 2: Proof of Concept Package/Presentation

Start date: Not Applicable

Details:

Group of 5-6: A professionally presented 10-12 A4 page printed document (text, graphics & video (DVD-insert) plus 10-minute power point presentation. This is the final assessment task. Feedback in-class. .

Additional details:

A detailed brief for this assessment task and supporting guidelines will be provided.

Note: The description for Assessment Task 2 "*Group of 5-6: A professionally presented 10-12 A4 page printed document (text, graphics & video (DVD-insert) plus 10-minute power point presentation. This is the final assessment task. Feedback in-class.*" has errors.

An up to date and detailed brief for this assessment task and supporting guidelines will be provided.

Assessment 3: Research Presentation

Start date: Not Applicable

Details:

A 1-3 minute video in response to the research brief. Feedback via course LMS.

Additional details:

A detailed brief for this assessment task and supporting guidelines will be provided.

Attendance Requirements

All students must attend at least 80% of the scheduled class hours for this course, in order to achieve satisfactory academic progress. Failure to achieve satisfactory attendance may result in a fail grade. Studies have shown that high attendance correlates with better engagement and success on a course. By punctually attending and actively participating in your classes you not only increase your own opportunities for success, but you also help build a learning community with other students. If you are not able to regularly attend classes, you should consult your relevant Course Authority.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 14 September - 18 September	Online Activity	Course Overview Village Fest to Trop Fest-What makes a great festival?
	Group Activity	Workshop: Planning a Festival Case Study: Sydney Film Festival Preparing for Assessment Task 3 Research Project
Week 2: 21 September - 25 September	Online Activity	The value of the arts and culture to people and society
	Group Activity	Proposing a Festival (Preparation for Assessment Task 1)
Week 3: 28 September - 2 October	Online Activity	Planning A Festival
	Group Activity	Commence Assessment Task 2 Festival Proof of Concept. Forming Groups and selecting a Festival Brief
	Group Work	Small Group Production & Consultation
Week 4: 5 October - 9 October	Online Activity	What makes a great exhibition? Criteria for assessing the success of an exhibition.
	Group Work	Subjectivity & Objectivity-How do you assess the success of an exhibition or an art work?
	Presentation	Special Guest Speaker TBC Festivals & Exhibitions, Ways to make an event more inclusive.
Week 5: 12 October - 16 October	Online Activity	Special Guest Speaker Spacial & Graphic Design
	Group Activity	Visual Design for Festivals
	Group Work	Small Group Production & Consultation
Week 6: 19 October - 23 October	Group Work	There are no scheduled learning activities this week.

Week 7: 26 October - 30 October	Fieldwork	Visit an exhibition AGNSW or MCA (or equivalent)
Week 8: 2 November - 6 November	Group Work	Preparation for Group Presentation "Festival-Proof of Concept- "
	Assessment	Group Presentation Proof of Concept Festival
Week 9: 9 November - 13 November	Online Activity	TBC
Week 10: 16 November - 20 November	Assessment	Presentation of Assessment Task 3 Research Project

Resources

Prescribed Resources

A computer with internet access, camera and microphone.
The TEAMs APP downloaded from UNSW website. https://student.unsw.edu.au/teams-students
A pad of inexpensive sheets of paper and some markers (coloured if possible) for "brainstorming".
A Covid-19 safe face mask.

Recommended Resources

Course Evaluation and Development

A combination of the following approaches will be used to gather feedback about the course. UNSW MyExperience course and teaching evaluation and improvement process. Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines. In response to that feedback all assessment tasks relate directly to the client project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.