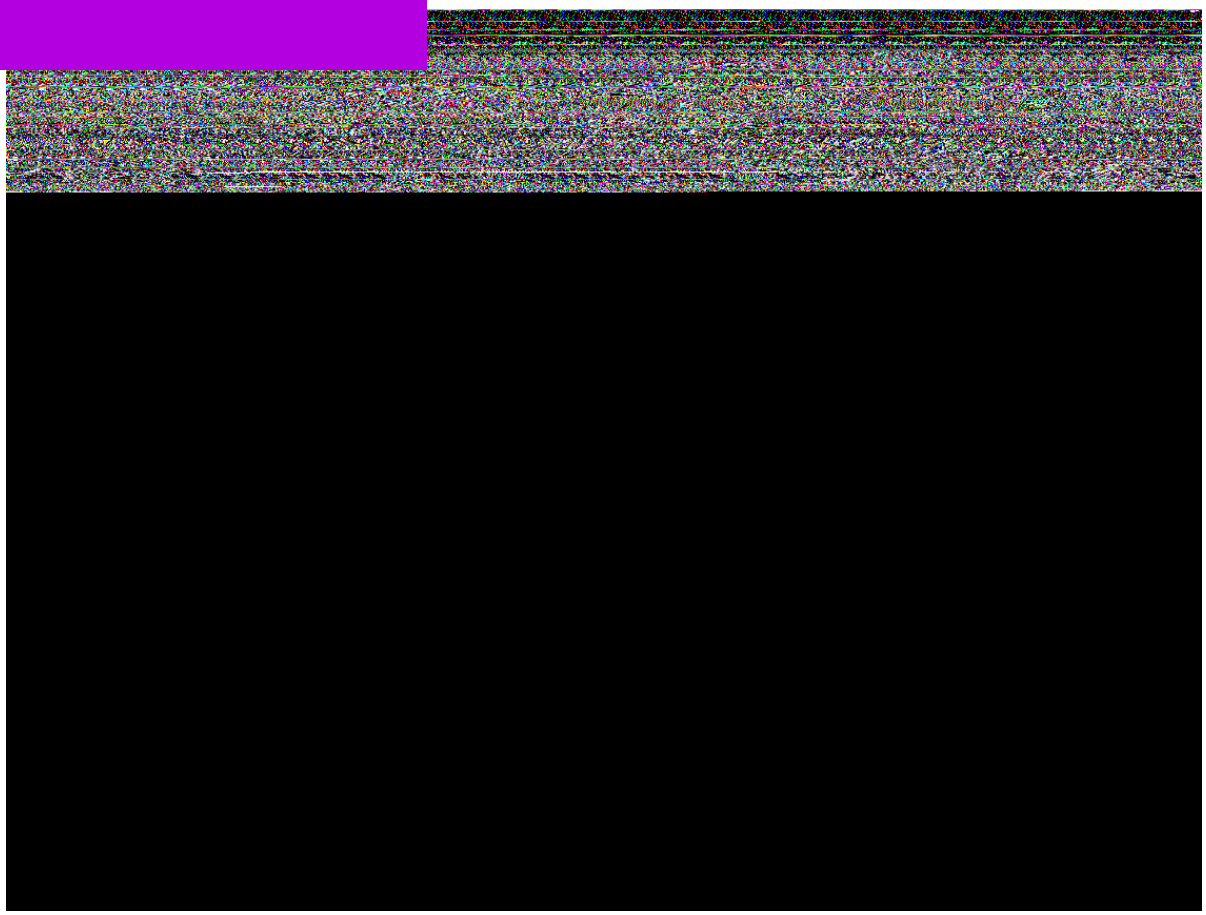

MDIA3011

Communication Design: Multimodality, Meaning and Media

Term One // 2020

School of the Arts and Media // UNSW Arts and Social Sciences

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Louise Ravelli	l.ravelli@unsw.edu.au	Tuesday 1-3pm to drop in without an appointment; otherwise email me for different times.	Webster 311N	93852420

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: https://sam.arts.unsw.edu.au

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.

Assessment

Full details of the assessments will be on Moodle.

This course also has a 1 hour web component which will consist of course readings, with each student choosing a specific reading to report on to the class. These will not be assessed but are compulsory to complete this component.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Presentation and Written Report	40%	5/4/20	1,2
Essay	60%	28/04/2022 05:00 PM	1,2,3,4

Assessment Details

Assessment 1: Presentation and Written Report

Start date: 17/3/20

Details: 1000 words. Feedback via Turnitin.

Additional details:

Presentations will be in Weeks 5 and 6, with week to be allocated in first seminar.

Written report will be due 5 April, 5pm.

Full details will be on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Essay

Start date:

Details:

Attendance Requirements

Students are required to atttend 80% of classes and attendance will be taken in the seminar.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 17 February - 21 February	Seminar	Multimodality, communication and media. This week forms the foundation of the course: in what sense is communication 'designed'? Why study multimodal texts? What texts exactly will we study? How will we study them? Set reading: this is the minimum reading to do in preparation for each week and these will be available on Moodle. Please read `cdmpc the seminar. A wide range of additional readings will be posted on Moodle. Some of these will be available on Moodle and some you will have to hunt for! 1. Kress, G. (2015). Design: the rhetorical work of shaping the semiotic world. In In A. Archer and E Breuer (Eds) Multimodality in Writing: the state of the art in theory, methodology and pedagogy pp131-152 2. Kress, G. and van Leeuwen, T. (2001). *Ksjrgkmb_j bgqamspqc8 rfc Kmbcq_lb Kcbg_ md Amlrcknmp_pw Amkkslga_rgml*. London: Arnold. [Chapter 1 only: Introduction, pp1-23] 3. van Leeuwen, T. (2011). Multimodality, in J. Simpson (Ed.), *Rfc Pmsrjcbec f_lb`mmi md ?nnjgcb Jglesgqrgaq*, Routledge, London and New York, pp 668-682.
Week 2: 24 February - 28 February	Seminar	All the good bits, Part A: semiotic resources (such as colour, sound, texture, shape ....) Set Reading: 1. Van Leeuwen, T. (2011). *Rfc J_les_ec md Amjmsp8 ?l glrpmbsargml*. London: Routledge [Chapter 1 only: Introduction; pp 1-8] 2. Van Leeuwen, T. (1999). *Qnccaf Ksqga Qmslb,*

Resources

Prescribed Resources

You will need to read widely and deeply in the course to meet the course learning outcomes, and to do well. Set readings will all be available on Moodle, as well as a large number of the optional readings. I would be more than happy to give further suggestions for readings in any specific topic areas.

Recommended Resources

Course Evaluation and Development

I use a combination of formal and informal evaluation to monitor and improve this course. MDIA3011 was introduced in 2018, with a particularly positive response, especially to the real world applications and guest lecture. Some students indicated they wanted more clarity in some of the concepts, so in 2020 (it was not taught in 2019) I have streamlined the topics. I welcome your feedback at any point, either formally through course evaluation or informally through direct comment or email.

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

- understand your rights and responsibilities as a student at UNSW
-

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/

Image Credit

https://commons.wikimedia.org/wiki/File%3ADoing-things-differently-mind-map-paul-foreman.png

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