

FILM 480 Special Topic: DIY Filmmaking Vs Studio Giants

Trimester 1 2013

4 March to 3 July 2013

30 Points

TRIMESTER DATES

Teaching dates:	4 March to 7 June 2013
Easter break:	28 March to 3 April 2013
Mid-trimester break:	22 to 28 April 2013
Last piece of assessment due:	17 June 2013

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds>

NAMES AND CONTACT DETAILS

Dr. Miriam Ross

Email: Miriam.Ross@vuw.ac.nz Phone: 463 9655 Room: 103, 85 Fairlie Terrace

Office Hours: Mon 1-2pm

CLASS TIMES AND LOCATIONS

Seminars

Monday	9.00am-12.50pm	85 Fairlie Terrace room 108
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TEACHING LEARNING SUMMARY

This course will involve a four hour seminar session per week which may include film screenings, lectures, student presentations and group discussions. There will be a required attendance at a 3D film screening in one of Wellington's commercial cinemas at some point during the course. Further information about this screening, including cost, will be made available in class.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be announced in seminars; posted on blackboard; and via email. In particular, you should be sure to check Blackboard frequently for further updates, suggested readings and other material. If you are not going to use the Victoria email address set up for you, we strongly encourage you to set a forward from the Victoria email system to the email address you do use.

COURSE PRESCRIPTION

This course explores two major effects of digital technology in twentieth and twenty-first century cinema: a move towards DIY filmmaking and a Hollywood studio response in the form of increased special effects and expensive production techniques. These changes will be examined through analytical research and practice-based coursework.

COURSE CONTENT

This course asks students to play a proactive role in the examination of digital developments in cinema. They will develop research skills to assist them in uncovering and exploring the critical debates surrounding digital cinema technology and its multiple uses. They will also develop practice-based research skills in order to test out some of the major question posed in critical thought.

LEARNING OBJECTIVES

Students who successfully complete this course should be able to:

- Demonstrate a critical understanding of the major theoretical paradigms, existing scholarly literature and debates surrounding cinema's digital developments
- Analyse the difference between studio and DIY digital filmmaking with the support of relevant scholarly sources
- Undertake practice-based research such as using consumer digital technology to create and circulate short audio-visual works.
- Critically reflect on their practice-based research and formulate their knowledge and understanding into clear analysis and sustained argument

The course will enhance the analytical and critical skills of students. It will improve their proficiency at film analysis and independent research. It will further develop their written and oral communications skills, as well as their capacity to work with others.

EXPECTED WORKLOAD

The expected workload for a 30 point course is 300 hours over the trimester or 20 hours per teaching week. In addition to scheduled classes, you should spend about sixteen hours per week during the teaching period on research, film viewing, and preparation for class and assessment. The remaining time should be spent on assessment.

GROUP WORK

There will be some informal group work during seminars, but this will not be assessed separately.

READINGS

There is no prescribed text for this class. A list of assigned and recommended readings will be posted on Blackboard before the teaching period begins. You should use this material to prepare for seminar discussions. The material will be available through electronic closed reserve in the central library. Each week, every student will source an additional article that relates to the week's topic and will bring a list of 3 to 5 questions raised by the article to class. These questions will not be assessed but will provide the basis for class discussion.

ASSESSMENT REQUIREMENTS

The assessment for this course will be internal. Further information about assessment will be distributed during the course and placed on Blackboard.

Assignment One: 1 short workshop project with critical reflection (15%)

Due Date: Thursday 4 April (Week 4) 1pm

Length: 1000 word critical reflection + storyboard

Description:

You will devise a film to be shot and screened on a hand-held device (no bigger than an iPad), complete a pitch sheet (provided) in order to create your critical reflection and produce a short storyboard. This project will begin in class then be completed in your own time. Further information about the project parameters and constraints will be provided in class and on blackboard. In the critical reflection, you will relate your workshop experience to the critical and theoretical paradigms surrounding digital cinema that will be discussed in class

Assessment Criteria:

- Fulfilling the set task in a clear, direct, relevant and complete manner
- Clear evidence of engagement with the ideas and materials discussed in class
- Creativity within the projects

- The originality and quality of your findings. This will include your ability to reflect upon the activities undertaken in this course
- Coherency, structure and argumentation of your critical reflection
- Quality and fluency of your expression
- Understanding and correct application of terms and concepts

Relationship to Learning Objectives:

This assignment will allow you to demonstrate a critical understanding of the major conceptual paradigms surrounding cinema's DIY digital developments. It will also enhance your creative skills.

Assignment Two: Research Proposal for Final Research Project (15%)

Due Date: Monday 15 April (Week 7) 1pm

Length: 500 words plus bibliography

Description:

This assignment will allow you to develop a research proposal for your final research project. You will choose one of the topics covered in the course that relates to studio use of digital cinema and create

1. A research question
2. A brief overview of the project
3. The methodology you will use
4. An initial bibliography with a minimum of 10 sources

Assessment Criteria:

- Fulfilling the set task in a clear, direct, relevant and complete manner
- Clear evidence of engagement with the ideas and materials discussed in class
- The originality and quality of your findings. This will include your ability to conduct independent research from reputable academic sources.
- Coherency, structure and argumentation of your proposal
- Quality and fluency of your expression
- Understanding and correct application of terms and concepts
- Accurate and complete referencing of all sources, including a bibliography and filmography

Relationship to Learning Objectives:

This assignment will improve your knowledge of the conceptual arguments surrounding studio use of digital cinema. It will enable you to develop your skills at independent research. It will also enhance your written skills.

Assignment Three: 3 short workshop projects with critical reflection (35%)

Due Date: Tuesday 4 June, 1pm

Length: 3000-3500 words

Description:

You will choose and complete three of the following short projects. Further information about the project parameters and constraints will be provided in class and on blackboard. Although you may undertake these activities as group work with other class members, you will be assessed individually on your contribution. In the critical reflection, you will relate your workshop experience to the critical and theoretical paradigms surrounding digital cinema that will be discussed in class

1. Shoot a short film on a hand-held device
2. Create a special effect sequence
3. Create a machinima film
4. Create a video mash-up
5. Upload a short film/video to a digital distribution site such as YouTube
6. Publicise a short film/video via social networks
7. Arrange a DIY cinema public screening
8. Participate in the 48 Hour Film Competition

Please note the workshops will be supported by a Final Cut Pro workshop and space in the Mac Lab will be booked for working on these projects.

Assessment Criteria:

- Fulfilling the set task in a clear, direct, relevant and complete manner
- Clear evidence of engagement with the ideas and materials discussed in class
- Creativity within the projects
- The originality and quality of your findings. This will include your ability to reflect upon the activities undertaken in this course
- Coherency, structure and argumentation of your critical reflection
- Quality and fluency of your expression
- Understanding and correct application of terms and concepts

Relationship to Learning Objectives:

This assignment will allow you to demonstrate a critical understanding of the major conceptual paradigms surrounding cinema's DIY digital developments. It will also enhance your creative skills.

Assignment Four: Research Essay (35%)

Due Date: Mon 17 June, 1pm

Length: 3000-3500 words

Description:

This assignment will improve your knowledge of the conceptual arguments surrounding studio use of digital cinema. It will enable you to develop your skills at independent research. It will also enhance your written skills. You will conduct independent research into your chosen topic, develop a critical position on the topic, and construct a persuasive argument in essay form to communicate your findings.

Assessment Criteria:

- Fulfilling the set task in a clear, direct, relevant and complete manner
- Clear evidence of engagement with the ideas and materials discussed in class
- The originality and quality of your findings. This will include your ability to conduct independent research from reputable academic sources, synthesise research materials, engage in textual analysis, and develop and express your ideas
- Coherency, structure and argumentation of your essay
- Quality and fluency of your expression
- Understanding and correct application of terms and concepts
- Accurate and complete referencing of all sources, including a bibliography and filmography

Relationship to Learning Objectives:

This assignment will improve your knowledge of the conceptual arguments surrounding studio use of digital cinema. It will enable you to develop your skills at independent research and textual analysis, as well as your ability to construct and sustain a critical argument. It will also enhance your written communication skills.

Please note: Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Note also that Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Administration office: 83 Fairlie Terrace.

COLLECTING MARKED ASSIGNMENTS

Your marked assignment will be handed back in class. Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching. Assignments will be held in the Administration

office until the end of the following trimester. You need to show your student identification to collect marked assignment from the Administration office.

EXTENSIONS AND PENALTIES

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions.

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

MANDATORY COURSE REQUIREMENTS

To qualify for a pass in this course you must:

- Attend 10 seminars
- Submit all work for assessment.

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students. You can find out more information on Class Representatives on www.vuwsa.org.nz.

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer. Where handwritten work is required you are expected to write clearly. If this is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism>

TURNITIN

Work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

WHERE TO FIND MORE DETAILED INFORMATION

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study.

Find out how academic progress is monitored and how enrolment can be restricted at

www.victoria.ac.nz/home/study/academic-progress. Most statutes and policies are available at

www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the *Calendar* webpage at www.victoria.ac.nz/home/study/calendar (See Section C).

Other useful information for students may be found at the website of the Assistant Vice-Chancellor (Academic), at www.victoria.ac.nz/home/about_victoria/avcacademic.

COURSE PROGRAMME

Week 1	4 March	Introduction: Digital Cinema	
Week 2	11 March	Broadcast Yourself: Youtube	
Week 3	18 March	New Cinematic Creatures and Hyper Realism	Additional Final Cut Workshop
Week 4 MTW	25 March	Camera in Your Pocket/ Exhibition on the Small Screen	
Easter Break: Thursday 28 March to Wednesday 3 April 2013			
Week 4 T F	1 April	EASTER BREAK	First Workshop Write Up Due (15%)
Week 5	8 April	The New 3D (NO MONDAY CLASS)	
Week 6	15 April	Bedroom Technology	Research Proposal for Final Research Project Due (15%)
Mid Trimester Break: Monday 22 to Sunday 28 April 2013			
Week 7	29 April	CGI Animation	
Week 8	6 May	48 Hours	
Week 9	13 May	Hybrids	
Week 10	20 May	Funding and Distribution	
Week 11	27 May	Round Up and Critical Reflection Presentations	
Week 12	3 June	QUEEN'S BIRTHDAY: NO MONDAY CLASS	

Assignment Four: Research Essay (35%) Due Date: Monday 17 June, 1pm