

COMM 3047 EPISODIC SCREEN MEDIA

Credit Points 10

Legacy Code 102831

Coordinator Maryella Hatfield ([https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/](https://directory.westernsydney.edu.au/search/name/Maryella%20Hatfield/))

Description In this subject students will analyse and develop an episodic narrative production proposal using concepts and production strategies for serialised narrative storytelling for online platforms. Students will be introduced to the University's broadcast television studio and operation. Students will build their knowledge and practical skills in the conceptualisation, planning, editing of serialised online web and streamed digital based narratives. This subject will require students' attendance in workshops delivered in blocks and participation in studio recording.

School Humanities & Comm Arts

Discipline Audio Visual Studies

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) COMM 2052 - Documentary Factual Screen Media OR COMM 2053 - Narrative Fictional Screen Media

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate short form episodic and serialised digital media content across platforms
2. Analyse current screen production theory and practice in relation to text based episodic storytelling
3. Interpret and apply pre-production strategies to the conceptualisation and development of techniques to develop a pilot for an episodic narratives designed for a specific media platform
4. Apply knowledge of audio and video production theory, tools and techniques to digital media production
5. Edit video and audio in a digital software environment
6. Create and publish media content for online platforms

Subject Content

Module 1: Introduction to short form episodic and serialised digital media content across platforms and genres including: drama, light entertainment, web serials, radio, pod casting and new forms of content distribution ie: tik tok

Module 2: Analysis of screen production theory and practice in relation to text based episodic storytelling. Development of serialised narratives and narrative devices for audience engagement. Analysis of case studies with focus on format, production bibles, licensing and distribution of content

Module 3: Conceptualising and developing pre-production strategies in the development of a pilot for an episodic narratives designed for a specific media platform. Present pitch.

Module 4: Introduction to University broadcast television studio at Parramatta South. Apply knowledge of audio and video production theory, tools and techniques.

Module 5. In groups or individually film selected pilot and edit video and audio in a digital software environment. Finalise project pitch for submission to industry standards.

Module 6. Create and publish media content for online platforms and portfolio.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	20 Questions	20	N	Individual	N
Critical Review	1000 words	30	N	Individual	N
Professional Task	1000 words	40	N	Group	N
Reflection	250 words	10	N	Individual	N

Teaching Periods

Spring (2025)

Parramatta - Victoria Rd

On-site

Subject Contact Maryella Hatfield ([https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/](https://directory.westernsydney.edu.au/search/name/Maryella%20Hatfield/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM3047_25-SPR_PS_1#subjects)