



## **Master of Design Science (Film and Digital Video) - the future,**

### **1. Preamble:**

In 1999 the Faculty of Architecture introduced a new program on Film and Digital Video as part of its graduate coursework offerings in the Design Science degree. Details can be found at [http://www.arch.usyd.edu.au/nwfa/prosp\\_students/postgrad/film.html](http://www.arch.usyd.edu.au/nwfa/prosp_students/postgrad/film.html).

This program built on a number of existing units of study in the Faculty's Digital Media program and added film units. The program was introduced with a focus on both the practical and technical aspects and with the expectation that it would very quickly migrate the film component to digital film.

In terms of student uptake the program has been very successful. The enrolment in the Graduate Certificate in Design Science (Film and Digital Video), Graduate Diploma in Design Science (Film and Digital Video) and the Master of Design Science (Film and Digital Video) is now around 40.

However, the strategic direction of this program has not moved to where the Faculty of Architecture had expected and the Board of Graduate Studies of the Faculty has recently considered the discontinuance of the program. The Faculty of Architecture is committed to allowing all currently enrolled students and those that have been admitted for enrolment beginning semester 2 of 2003 to complete their degrees and plan not to admit any more students to the program.

On the 19<sup>th</sup> May 2003 Professor John Gero sent an email message to Professor Ron Newman Director and Dean of Sydney College of the Arts (SCA) to enquire whether the SCA would be interested to "take over" what is currently a running program. Professor Gero suggested that they should meet to discuss the matter soon as the Faculty of Architecture needed to inform the currently enrolled students as to what is happening.

Following the initial discussions with the Faculty of Architecture, a meeting was called with the Faculty of Arts and with the Faculty of Education and Social Work to gauge the level of interest in those two faculties in taking over the degree and/or running it jointly with SCA.

It was agreed that Arts and SCA would go forward and develop a proposal for a restructured and renamed degree that would provide the opportunity for existing students to complete their current studies and that a hand over / transition period for the degree be the academic year 2004.

It was also agreed that as the Faculty of Architecture desired to continue with many of the subjects offered in the degree that the Faculty of Architecture be asked to consider slight modifications to the descriptors of some of their continuing subjects to ensure that confusion and duplication did not occur.

This “transfer” project has been seen by the implementation group as an opportunity to begin new and positive collaborations between the three faculties in the key Creative Industries areas, with the faculties working together to respond to the new directions in the market and environment.

## 1.1 Public Announcement:

The three Faculties subsequently developed a public announcement that would capture the spirit of agreement and map out the way forward in transferring the degree to SCA and the Faculty of Arts.

*The University of Sydney, Faculties of: Architecture, Arts and Sydney College of the Arts are pleased to announce changes to the Master of Design Science (Film and Digital Video) (MDScF&DV), changes that we believe will enhance the degree and improve the student experience.*

*From first semester 2005, management of the degree will transfer from the Faculty of Architecture to joint management by the Faculty of Arts and Sydney College of the Arts. The last intake into the degree within the Faculty of Architecture will be in second semester 2004. The intake into the Graduate Certificate and Graduate Diploma in Design Science (Film and Digital Video) in the Faculty of Architecture will also cease after second semester 2004. Students in the new jointly managed degree may continue to take Units of Study from the Faculty of Architecture.*

*All students who enrol or who are already enrolled in the MDScF&DV will have the opportunity/right of completing the degree as it currently stands or alternatively transferring to a new degree, the Master of Film and Digital Image (MF&DI), being offered by the Faculty of Arts and Sydney College of the Arts. Fees for subjects in the MDScF&DV and the MF&DI will be set at the same level.*

*Certain subjects offered by the Faculty of Architecture in the MDScF&DV will cease to be offered in 2005 and these will be replaced by equivalent units of study from the Faculty of Arts and the SCA.*

*The Master of Film and Digital Image (MF&DI), will be a one year masters degree of 48 credit points and enrolments directly into the MF&DI will begin in first semester 2005. Students studying in the MF&DI will have the choice of a Studio Practice or Theoretical Studies major.*

*From 2005 students in the MF&DI will be able to undertake units of study in all three faculties, providing a greater choice and opportunity for diversity of experience not previously available. For further information contact:*

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## 2. Proposed new Name/Description:

Three alternative names were considered for the new degree and these were:

Master of Film and Digital Video (MFDV)  
Master of Film and Digital Imaging (MFDI)  
Master of Film and Digital Image (MFDI)

SCA and the Faculty of Arts after consultation within their Faculties settled on the name :

***Master of Film and Digital Image (MFDI)***

The Master of Film and Digital Image (MFDI) will be a one year masters degree of 48 credit points and enrolments directly into the MF&DI will begin in first semester 2005. Students studying in the MFDI will have the choice of a Studio Practice or Theoretical Studies major. The MFDI has been designed for the professional development of Artists, Designers, Film Makers, Teachers and all those who wish to acquire skills for the writing, critiquing and making of films, moving images or digital videos in either an art, documentary or cinematic context.

Graduates of the MFDI will find employment in all aspects of the film industry and its adjacent art practice and criticism areas.

**3. Proposed Development and Changes**

**3.1 Course Components:**

It is proposed that the following subjects comprise the MFDI over two semesters of full-time study:

One Studio Project Major unit of study each semester or  
One Film Studies Major unit of study each semester

One Studio Practice Seminar unit of study each semester or  
One Film Studies Minor unit of study each semester

Four additional Film Studio, Film Theory or Design Science elective units of study

All students are to undertake either:  
Film Studies Major 1 and Film Studies Major 2 **or**  
Studio Project Major 1 and Studio Project Major 2.  
All students can then chose from a full range of electives

**3.2 Course Construction:**

SEMESTER ONE

STUDIO PROJECT MAJOR 1 or FILM STUDIES MAJOR 1	STUDIO PRACTICE SEMINAR 1 or FILM STUDIES MINOR	ELECTIVE	ELECTIVE
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## SEMESTER TWO

STUDIO PROJECT MAJOR 2 or FILM STUDIES MAJOR 2	STUDIO PRACTICE SEMINAR 2 or FILM STUDIES MINOR	ELECTIVE	ELECTIVE
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The initial approach to considering the transfer has been based on what subjects would be continued and discontinued by the Faculty of Architecture, and these are as follows:

### 3.3 Existing Core Subjects

#### ***Digital Video Design and Production (6 Credit Points) - Remain offered in Architecture***

*The topics include: introduction to digital technology in film and video productions; operation of digital cameras and their application in shot structure; lighting for digital cameras; production techniques for digital video; constructing a narrative; digital editing; digital graphics for video; post production effects.*

The Arts/SCA group felt that this subject could be offered as an elective in the new degree.

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#### ***Production (6 Credit Points) – To be discontinued in Architecture***

*Students will have acquired the knowledge and skills to produce a film project. Topics will include: an understanding of the organisational structures and finance of film production; the physical process of film making from production to post production; the production process and the units that make it function; functioning of key equipment for capturing images and sound; cinematography - lighting; film editing; comparative digital editing; and the film laboratory process.*

This subject would be replaced with a subject called **Studio Project Major 1** offered by SCA that would focus on the non cinematic-specific experimental use of Film as follows:

#### **Studio Project Major 1**

This introductory subject is designed to acquire the necessary knowledge and practical skills to produce a digital film project. It will give the student an overview of the important craft and conceptual stages of the production process. Emphasis will be placed on experimentation with the film form and narrative structure. The subject will also investigate how cinema today, with digital technology, has intricate implications for new media and the visual arts.

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#### ***Screen Studies (6 Credit Points) – To be discontinued in Architecture***

*Topics include: how sound and image create meaning; mise en scene; Australian film history 1900 to 1945; the new Wave 1968 to 1986; film making today; the translation of film from script to*

screen; funding bodies including the Australian Film Commission, The New South Wales Film and Television Office, Film Finance Corporation, Local Television stations and private funding bodies.

This subject would be replaced with a subject called **Film Studies 1** offered by Arts.

### **Film Studies 1**

This unit will introduce key issues in film criticism, and theories of film that remain influential today. It will range over such topics as spectatorship, feminist film theory and feminist criticism, new thinking on the relation between time and the image, causality, continuity, auteur theories, theories of narrative.

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### ***Sound Design Technology for New Media (6 Credit Points) - Remain offered in Architecture***

*This unit is intended to give an understanding of the theory and practice of digital audio production for various visual media including digital video, web-based and interactive media. Using the industry standard ProTools software the unit will look at current computer-based tools and techniques available to the sound designer, as well as examine the various underlying strategies, processes, and sound design philosophies. The unit will offer a grounding in the history, theory and criticism of sound design and its applicability to current digital visual media. It will introduce conventional and non-conventional production models across a range of media production modes in broadcasting and multimedia. The sound designer's role in the process of creation of meaning will be examined in cultural as well as technical contexts of compositional practices. It is anticipated that the unit will encourage debate about and a demystification of current production practices. ~~It will aim at developing and extending production techniques towards an individual aesthetic.~~*

The Arts/SCA group felt that this subject could be offered as an elective in the new degree however felt that its title and description should be slightly modified (See ~~strike out~~ and underlines above.) A new sound Aesthetics subject will be offered by SCA in the new degree.

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### ***3D Computer Animation 1 (6 Credit Points) - Remain offered in Architecture***

*Computed-based 3D animation is the process of rendering a consecutive sequence of images of a scene within which relative motion of objects, changes in objects and camera movement, provide the animation. The objective of this unit is to introduce issues of storyboarding, modelling, rendering and keyframe-based animation in the context of 3-dimensional. Students are expected to have a basic understanding of the components of animation and the processes involved in the development and implementation of animated sequences in a 3-dimensional environment. An animated sequence will have been produced using commercial software. Assumed knowledge: 3D Modelling and Photorealism*

The Arts/SCA group felt that this subject could be offered as an elective in the new degree however felt that its title and description should be slightly modified (See underline above.)

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### ***3D Computer Modelling and Photorealism (6 Credit Points) - Remain offered in Architecture***

*The content includes: Introduction to graphics technologies and photo-rendering;  
Specification of 3D geometric entities within a sophisticated modelling package;*

*Assigning colour and texture information to geometric entities; Generating complex photorealistic images; Image processing; Future developments in modelling and visualization.*

The Arts/SCA group felt that this subject could be offered as an elective in the new degree however felt that its title and description should be slightly modified (See underline above.)

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### 3.4 Existing Optional Subjects

#### ***Advanced Film Production (6 Credit Point) – To be discontinued in Architecture***

*Topics will include: an understanding of the organisational structures and finance of film production; the production process and the units that make it function; cinematography-lighting; negative matching using digital editing; the film laboratory process including an overview of colour grading; constructing a developed film narrative in a class project; film production using super 16mm film for motion picture; specialised classes in producing, cinematography and editing. Prerequisite: Film Production, Script Writing/Directing*

**This subject would be replaced with a subject called Studio Project Major 2 to be offered by SCA.**

#### **Studio Project Major 2:**

This is an advance course in digital film production. The student will get an opportunity to produce a digital film at an advance level. The course will also examine digital compositing processes and associated conceptual issues related to narrative storytelling.

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#### ***Documentary Digital Video (6 Credit Points) – To be discontinued in Architecture***

*This course will examine the following topics: scripting and story boarding; camera techniques for documentary making: interview techniques; finding the voice-using ingredients, pace, style and content; editing techniques for documentary making; styles of documentary construction. Prerequisite: Digital Video Design and Production*

**This subject would be continued in a modified form and will be offered jointly by Arts/SCA.**

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#### ***Memory Time and Identity (6 Credit Points) – To be discontinued in Architecture***

*This unit of study offers detailed examination of current philosophical debates about memory, narrative and self as applied to specific issues in film theory and criticism. No background in philosophy is assumed. All theoretical views discussed will be synthesized to draw out their direct relevance to film. The course examines the treatment in film of oddities and disorder of self and memory, and the use of resources of memory theory to understand film practice. Topics covered include: time travel; documentary and fiction; perceptions of the past; narrative time and objective time; memory distortion, recovered and false memories, doubles-twins; delusions of misidentification; multiple personality or disassociative personality disorder; screen memories and psychoanalysis theory; flashbacks, narrative and trauma; the unreliable narrator; memory and nostalgia; the concept of a memory trace and the early history of cinema; observer versus field memories.*

This subject would be continued in a modified form and as it was originally developed by SCA discussions will take place with Arts regarding its future location.

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***Script Writing/Directing (6 Credit Points) – To be discontinued in Architecture***

*The unit of study will introduce the industry standards of writing and directing within the process of film production. The specific areas of examination are: the running of a film set with chains of command, responsibilities and standard procedures; the conception and maintenance of a vision for film projects; an understanding of different approaches to the production of a screen performance; an understanding of writing for the screen in both visual translating and formatting. This unit provides an opportunity to review and explore a wide range of approaches to the actor/director relationship. Topics include: European, Asian American and Australian feature film traditions, the distinctions in the actor/director relationship between film and theatre practice, the importance of actors (characters) to the resulting drama of a film, special considerations for short film production, script formatting for motion picture, the translation of script to screen.*

This subject would be replaced with a subject called **Film Studies 2** offered by Arts.

**Film Studies 2:**

The focus of this unit will be an analysis of the film industry and its apparatus from a critical perspective. It will include such topics as the studio system, national and transnational film industries, the impact of new technologies on the cinema image (from montage through to digital effects), screenwriting and the literary adaptation industry.

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***3D Computer Animation 2 (6 Credit Points) - Remain offered in Architecture***

*Computed-based 3D animation is the process of rendering a consecutive sequence of images of a scene within which relative motion of objects, changes in objects and camera movement, provide the animation. The objective of this unit is to introduce issues of modelling, rendering and animation in the context of 3-dimensional objects.*

The Arts/SCA group felt that this subject could be offered as an elective in the new degree however felt that its title and description should be slightly modified (See [underline](#) above.)

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***Multimedia in Design (6 Credit Points) see Digital Media - Remain offered in Architecture***

*This unit focuses on multimedia development methodology, for the design, development and delivery of modern multimedia applications. Multimedia is a fusion software, graphic and sound elements with interactivity that is appropriate for the project at hand. Students will be given the opportunity to develop the ability to take a 'Brief', translate it into a list of requirements, and then set about satisfying those requirements. The key roles available in this industry will be discussed.*

*Content:*

*This unit introduces the broad range of technologies that make up multimedia systems and their integration. The course takes students through a series of staged exercises to build up to an interactive multimedia presentation involving graphics, sound and video. The material covered will include:*

- multimedia development methodologies
- interactivity and navigation design

- production and management of digital media
- authoring and programming
- integrated multimedia systems

*Outcomes*

*Students will be equipped with the following*

- a strong overview of professional multimedia development methodology
- a broad understanding of the capabilities of computer systems in the area of graphics and multimedia
- material for a folio of work and sample systems demonstrating design and technical competence in the many areas of multimedia covered in this unit.

The Arts/SCA group were concerned by this subject as it, in many ways, conflicts and duplicates subjects being taught in the Master of Multi Media Design at SCA and the Master in Media Practice in the Faculty of Arts, and would appreciate further discussions to better define the differences. An alternative strategy would be to harmonise the similar subjects offered by the three faculties so that students can strategically articulate between the faculties providing them with timetabling advantages and better resource utilisation for the faculties.

### 3.5 All proposed available subjects

The following is a list of all available subjects and the proposed source of those subjects:

<b>Studio Project Major 1 (6 Credit Points)</b>	<b>Core – SCA</b>
<b>Studio Project Major 2 (6 Credit Points)</b>	<b>Core - SCA</b>
<b>Film Studies Major 1 (6 Credit Points)</b>	<b>Core – Arts</b>
<b>Film Studies Major 2 (6 Credit Points)</b>	<b>Core – Arts</b>
<b>Film Practice Seminar 1 (6 Credit Points)</b>	<b>Core – SCA</b>
<b>Film Practice Seminar 2 (6 Credit Points)</b>	<b>Core - SCA</b>
<b>Memory Time and Identity (6 Credit Points)</b>	<b>Elective - SCA</b>
<b>Documentary Digital Video (6 Credit Points)</b>	<b>Elective – Joint Arts/SCA</b>
<b>Digital Video Design and Production (6 Credit Points)</b>	<b>Elective - Architecture</b>
<b>Sound Design Technology for New Media (6 Credit Points)</b>	<b>Elective - Architecture</b>
<b>3D Computer Animation 1 (6 Credit Points)</b>	<b>Elective – Architecture</b>
<b>3D Computer Animation 2 (6 Credit Points)</b>	<b>Elective – Architecture</b>
<b>3D Computer Modelling and Photorealism (6 Credit Points)</b>	<b>Elective - Architecture</b>
<b>Multimedia in Design (6 Credit Points)</b>	<b>Elective – Architecture</b>
<b>Film Theory Minors:</b>	
<b>Film and Art: Issues of Spectatorship</b>	<b>Elective - Arts</b>
<b>Feminism and Film Theory</b>	<b>Elective – Arts</b>
<b>Recent Approaches to Art and Film</b>	<b>Elective - Arts</b>
<b>ENGL6915 Recovering Meaning: Novel into Film</b>	<b>Elective - Arts</b>
<b>ENGL6948 American Author, American Auteur</b>	<b>Elective - Arts</b>
<b>ENGL6903 Creative Writing: Scriptwriting Workshop</b>	<b>Elective - Arts</b>

### **3.6 Additional Subject Descriptions:**

#### **Studio Practice Seminar 1 (6 Credit Points)**

**Core – SCA**

This subject will introduce students to broad concepts and issues related to interpretation of contemporary film form. These include the exploration of film as a language of representation and different film genres. Also, issues of film aesthetics and visual styles and mise-en-scene will be examined. The seminar program will include film screenings, tutorials and seminar readings.

#### **Studio Practice Seminar 2 (6 Credit Points)**

**Core – SCA**

This subject will address key issues as they relate to contemporary digital film and video culture. The impact and critical reception of new technologies, special effects and immersive media on traditional narrative cinema will be analysed. Students will also have the opportunity to examine the blurring of boundaries of electronic art, new media and contemporary film story-telling in the digital environment.

#### **Film and Art: Issues of Spectatorship**

This unit of study examines recent writings in film theory and art theory that address the nature of the relation between spectator and image. How these writings propose that there is a particular way of seeing that is structured into visual representations will be the central topic. From the consideration of this topic, ways for understanding the impact of film on modern art will also be explored. The unit will include regular film screenings.

#### **Feminism and Film Theory**

This unit is in two parts. The first will examine the history of feminist film theory and feminist criticism. The second will examine a selection of films that are not designated as feminist to see how they can pose questions and problematise some aspects of feminist theorising on cinema.

#### **Recent Approaches to Art and Film**

Through a number of case studies from different historical periods this unit will explore and test some of the recent approaches and methodologies for the study of art and film. Approaches considered will include issues arising from feminism, postcolonialism, debates on the relation between aesthetics and society, the impact of the museum, and new thinking on the relation between time and the image.

#### **ENGL6915 Recovering Meaning: Novel into Film**

This unit examines both classic realist and modernist novels and their film adaptations. Explored are the disposition of narrative elements; use of time; causality; continuity; the visualisation of the conceptual; troping; various kinds of narration; irony; characterisation; realism, expressionism, surrealism; and the issue of 'fidelity' in adaptation.

#### **ENGL6948 American Author, American Auteur**

This unit will study continuities in American film and literature through intensive analysis of ten representative novelists and filmmakers (five per medium). Special emphasis will be placed upon the role of literature and film in cultural self-reflection, particularly in relation to two enduring themes in American self-consciousness - the quest and original sin.

#### **ENGL6903 Creative Writing: Scriptwriting Workshop**

A unit in writing film, television and/or theatre scripts, taught by an established script writer (to be announced). Students are required to produce their own work or works throughout the program. These works will provide the basis for discussion in class.

#### 4. Entry requirements

Entry into the MFDI will be offered to holders of a relevant Bachelors Degree or equivalent professional skills and experience and a demonstrated ability to undertake coursework.

Applicants who have completed the Graduate Certificate in Digital Media in the Faculty of Architecture, University of Sydney will be granted advanced standing of two electives in the MFDI.

#### 5. Timetable and details of Transfer

Sem 2-03	Sem 1-04	Sem 2-04	Sem 1-05	Sem 2-05
Announce to USYD Community		Last Architecture Intake	MDSc(F&DV) students transfer to the MFDI in Arts/SCA	
Agreement reached between Faculties. Enabling resolution passed by faculty boards	Subject changes passed by faculties and Academic Board	Marketing of new degree begins	Students Enrol directly into new degree the MFDI in Arts/SCA	

The above summary is not exhaustive in terms of the structure or subjects for the new degree however it offers a first step in understanding the subjects that would remain in the Faculty of Architecture and how they would be replaced with new subjects so that existing students can complete the degree.

It is expected that during the latter part of 2003 a full and normal approval process would be entered into by the individual Faculties providing for the movement and development of subjects and for an orderly change over.

In recognition of the expense of the previous and continuous marketing undertaken by the Faculty of Architecture the Arts/SCA faculties agree to reimburse to the Faculty of Architecture X% of the fees of all students who transfer from the MDSc(F&DV) to the MFDI.

The following is proposed as an enabling resolution that could be adopted by each of the three Faculty Boards, Graduate Studies Committee and the Academic Board:

**The (Name of committee/board) resolved to develop and adopt further resolutions that will facilitate the cessation of the offering of the Master of Design Science (Film and Digital Video) in the Faculty of Architecture and support the alternative offering of a Master of Film and Digital Image to be offered jointly by the Faculty of Arts and Sydney College of the Arts. This**

(Name of committee/board) **is committed to the orderly transfer of students to the new program and/or to facilitating their completion of the old program via substitute subjects if they desire.**

September 2003