RMIT University
Faculty of Art Design and Communication
School of Applied Communication
Advanced Seminar
Project Rationale

introduction	The contemporary media environment emphasises the role of the network in all its forms. This includes traditional networked media, such as television and radio, as well as new networked media including mobile telephony, standalone multimedia, and the internet. However, the idea of the network also includes professional associations, informal peer networks, and everything that might fall between or around these social networks.
	The modern network combines the media network with the personal network, forming new and emergent networked communities. These two networks, and the ability to use the 'network' in its myriad contemporary forms, is a fundamental requirement of professional media practice. Advanced Seminar is about networks in any and all of its forms.
task	Develop an individual research project that is a response or in some manner reflects upon the following statement:
	What we understand by the 'media' is synonymous with the 'network'.
project	Your completed research project can be expressed in any form or genre that you believe is appropriate to your research problem. This includes the use of different single or multi media (video, DVD, still image, audio, radio, web), and work may be fiction, nonfiction, serialized, linear, or multilinear. It may or may not be narrative.

REQUIREMENTS

research problem	The research problem ought to be in the form of a simple statement or question. It should not be something that you already know the answer to. It must be something that can be researched. It does not have to be something that has a specific or single answer. The problem may take the form of a question but a question which asks a genuine question which you want to try to find an answer to.
	In what follows 'question' and 'problem' are used interchangeably.
documentation	The research and its development as a project is to be documented on a continuous basis through your journal. The journal may take the form of a diary and can be either page based or an online journal (blog). See the journal assessment protocol form for more details.
research	You are to undertake primary research involving your research question. This requires you to identify major sources, to document these, and to be able to contextualise these in terms of your research

question.

Such research is expected to require the use of a range of resources and skills.

project delivery	The format and/or genre that you choose to express your research is defined by yourself. The format chosen must, in some way, support or reflect the problem in some manner. For example, if you wish to deliver your final content as a radio documentary then your use of radio ought to complement the content. The format or genre used to express your research can be as creative as you wish. It must not require the development of substantive new technical skills on your behalf.
project statement	The project must be accompanied by a simple statement of intent where you articulate what the project aimed to do, why, and how. For example if you specifically wanted your work to be a serialised fictionalized blog narrative about an imaginary soap opera being developed for delivery via mobile telephony, then your statement of intent would contextualise the work in this way so that anyone reading the work could identify that it is supposed to be fiction and imaginary, partly personal, and that the writing style would reflect this. This statement is very important for assessment as it contextualises your work in a manner that makes your intent transparent.
submission	All projects are to be submitted by 5pm Monday, October 25. Submission requires work to be handed in with a cover sheet. If the work is online then the URL of the work must be submitted in this manner.
timelines	A research problem is to be developed and presented during Week Two seminars (week beginning July 19). Your research problem is to be submitted to the course email list by 5pm, Friday August 6. A project format (how you think the project will be delivered) is to be presented during Week Four (week beginning August 2). Your project format and rationale is to be submitted to the course email list by 5pm, Friday August 20. Presentations of research are to be conducted during Weeks Six and Seven (weeks beginning August 16 and 23). Presentations of projects will be ongoing from Week Eight (week beginning August 30). Projects are to be submitted by 5pm Monday, October 25.
presentations	It is hoped that all projects will be collated and made available online at the end of semester as an archive of your work.

faq

Can I work in any media of my choice?
Yes, as long as you know how to use that media.

Does the research project have to be an essay?
No, you may choose to write a research essay if you wish, but your research can be expressed in any way which you think works for you and your research.

So how would I decide on a suitable format?
That's what the seminars are for.

How big does the project need to be?
That's what the seminars will determine. Your research project must reflect approximately 156 hours of work (13 weeks x 12 hours per week).

156 hours!? But how would you know that?
You might begin to see why your journal is important in documenting the work you have done.

(Geoff King and Adrian Miles, July 2004)

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