



Partnered Projects

in Master of Media

Providing students with
meaningful work-ready experiences

Expressions of Interest due:
Oct 31 (for Sem I) or April 30 (for Sem II)

rmit.edu.au/programs/mc188



Pooya Sadeghi Anvari
Master of Media
ANZ Creative Content Project, 2017

About Partnered Projects

A partnered project is when students work on a real-world issue with an industry partner, under the supervision of a lecturer, in class and/or on site. Partnered projects are a key element of RMIT's industry-connected **Work Integrated Learning (WIL)** program.

Partnered projects develop 3-way value between your **organisation**, **students** and **RMIT**.

About the Master of Media

The **Master of Media** develops leaders in strategic media production. Students develop production skills in video, audio and online media content production, as well as the strategic and leadership skills required to be at the forefront of this evolving industry.

Student skillsets include:

- short video and film production
- instructional video and educational content
- documentary video
- mobile media creation
- interactive storytelling
- sound design
- podcasting
- visual effects and compositing.



Partnered Projects

3 way value proposition

Partner Input

- Collaborate on a **partnered** project
- Provide **real-world problem** and **context**, **industry knowledge and insights**, and **feedback** to the student
- Ideally to provide **paid internships, employment or awards** to top-performing students following the project, for example, this may be paid internships to carry out ideas generated during the project

Partner Return

- Fresh **new ideas** from a large group of emerging talent, supervised by RMIT
- **Project outcomes** which may include student research, designs, campaigns, publications, prototypes and sample designs or finished works
- Opportunity to **identify top talent**, commitment and suitability to the organisation as a pipeline of potential recruits who have familiarity of your workplace culture
- Opportunity to **trial a potential recruit** without obligation through the partnered project or through a separate internship
- **Staff development opportunity** through mentorship of students during the partnered project
- Allows organisations to **explore new project** territory in a flexible manner
- Develop **links with RMIT** and feed into teaching practices and methodologies

Student Input

- **Ideas and work** towards outcomes as specified: this may be designs, prototypes, plans, etc.
- **IP** (depending on arrangement)

Student Return

- Expands **knowledge** by learning new professional skills and putting theory into practice, as well as industry and disciplinary expertise
- **Enhances CV** and work experience **portfolio**
- Develops generic **skills**, such as problem-solving, teamwork and interpersonal communication techniques in work settings
- Helps students acquire **career development strategies**
- Receives **guidance and feedback** from industry partner on project work
- Opportunity to understand **work culture** and specific competencies of professions and industries
- Opportunity to establish a **network** of professional contacts
- Opportunity to explore possible **career paths** to pursue
- Opportunity for potential **recognition, awards or employment** from the project

RMIT Input

- Supervision and **assessment** of partnered project
- Project planning and management

RMIT Return

- Fosters current **industry connections**
- Ensures current **industry projects** reflective of actual workplaces
- Provides **student opportunities** for recognition and employment
- Enhances **student employability**
- Engenders **high profile partnerships**

Partnered Projects in Master of Media

Overview

When: Semester I (Mar-Jun) or Semester II (Jul-Oct).

Duration: 12 weeks.

Project courses: COMM2680 Collaborative Media Project (24cp) and COMM2681 Media Career Development (12cp).

Student groups: Typically, your brief will be addressed by at least one group of 4-5 students.

Confirmation

As projects need to be incorporated into curriculum and assessment, we advise you confirm your involvement early. Partners for Semester I projects are organised in October of the year prior, and Semester II projects in April. All we need from you at the confirmation stage is an EOI in the form of a short statement about your proposed brief or project, and your indication of intention to collaborate.

Your involvement

Your involvement in a 12 week project in Master of Media would typically comprise:

Provide an EOI in the form of a short statement about the intended project.	Sem I: by October 31 , Sem II: by April 30
Provide a 1-2 page written brief (assistance available from RMIT if required).	3 weeks prior to semester
Run a 30-60 min face-to-face briefing or meeting, ideally at your workplace, or at RMIT, to contextualise the brief.	Usually Week 1 or 2
An excursion to your workplace and/or immersion activity (optional).	Ideally early in semester during scheduled class time
Give feedback at two or more face-to-face or online sessions where students present their ideas or work to you for discussion.	Usually at two points: first at Week 4-6; then Week 8-10
Attend final presentation, ideally to wider stakeholder group in your organisation, scheduled by you during class time.	Usually Week 13




For semester dates see: [RMIT's 2019 academic calendar for Higher Education](#)

PROJECT EXAMPLE

15th Anniversary of Inclusion in Equal Opportunity Act

Victorian Equal Opportunity & Human Rights Commission

 Video production

 45 students

 12 weeks

Develop a video resource to recognise the 15th anniversary of the inclusion of sexual orientation and gender identity in the Equal Opportunity Act.

Students delivered a suite of videos around the idea of “15 stories for 15 years”, using documentary video production techniques to present a range of interview and archive material.

A flagship film, “Pride Not Prejudice” (15 minutes) was later developed by a student as part of an internship at the Commission.


[READ FULL ARTICLE](#)




PROJECT EXAMPLE

Seeds of Renewal Program

ANZ

 Video production

 5 students

 12 weeks

Produce a documentary video to showcase the Seeds of Renewal program, which focuses on building vibrant and sustainable rural communities, to ensure the ongoing prosperity of regional Australia.

Students delivered a documentary video about the impact that the ANZ grant has had on the Maldon Market in regional Victoria. Students travelled to Maldon to record audio-visual material and interview stakeholders.

[WATCH THE VIDEO](#)





Contact us

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Partnerships and Work Integrated
Learning (WIL) Team

- Internships
- Paid roles
- Partnered projects

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School of Media and Communication

