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| 4013MEDIA  Semester 1  *Media production* | Digital Media Tools  (20c) | *Aim:*  1. To explore the creative potential of digital software.  2. To apply techniquess for image and video manipulation and audio production.  3. To critically evaluate process. | *Learning activities:*  Through lectures, workshops and tutorials students will be introduced to a variety of applications and develop the necessary production methodologies to manipulate static and dynamic content. Students will also explore aspects of audio production techniques and be introduced to ideas about non-linear ways of conveying information and stories. | *Assessment:*  Practical production (60%) Website (40%) |
| 4015MEDIA  Semester 1  *Media production* | Production Practice  (20c) | *Aim:*  1. To introduce students to the conventions and techniques of single-camera video production  2. To explore the creative aspects of the moving image in story telling in a group practical situation  3. To provide students with a thorough grounding in the organisational procedures that surround documentary production practice. | *Learning activities:*  Lectures, tutorials, practical workshops and screenings. | *Assessment:*  Portfolio of Practice (100%) |
| 4022MEDIA  Semester 1  *Media production* | Understanding Narrative  (20c) | *Aim:*  1. To introduce students to theories about narrative.  2. To equip students with the knowledge to understand how narratives are constructed.  3. To provide students with the critical skills and language to discuss narrative. | *Learning activities:*  Lectures will provide introductions to narrative theories which will then be discussed in seminars. Tutorials will provide individual support. | *Assessment:*  An online Presentation (50%) Essay 2,500 words (50%) |
| 5013MEDIA  Semester 1  *Media production* | Compositing and Post Production  (20c) | *Aim:*  1. To introduce a variety of digial manipulation tools and techniques.  2. To explore appropriate techniques to enhance the 'story'.  3. To provide an opportunity to devise and develop a short motion sequence. | *Learning activities:*  Through lectures, workshop and short practical sessions students will gain an understanding of the narrative and creative extent provided by post-production techniques. Regular group critiques and peer review sessions will share good practice. | *Assessment:*  Practical (75%) Reflective Dossier (25%) |
| 5015MEDIA  Semester 1  *Media production* | Drama  (20c) | *Aim:*  1. To provide a concentrated opportunity as part of a team to contribute effectively and creatively to the adaptation, interpretation, research, performance, design and production of a short film drama.  2. To foster creative thinking i.e. imaginative responses to production challenges both in terms of creative expression and designing solutions to problems throughout the production process. | *Learning activities:*  Students engage in the following production processes:  1. Film drama script adaptation, interpretation and fictional character development  2. Find and cast actors  3. Rehearse and direct actors both in terms of performance representation and for the camera  4. Research and dress locations  5. Design and find/make costumes and props  6. Organise and plan production schedules  7. Self-crew all filming and editing  8. Articulate editorial reasoning | *Assessment:*  Practical Assignment (75%) Reflective Dossier (25%) |
| 5020MEDIA  Semester 1  *Media production* | Digital Media Ethics, Compliance and Copyright  (10c) | *Aim:*  1. To understand why the issues of Digital Media Ethics, Compliance and Copyright are important for the media industry.  2. To understand the principles of Digital Media Ethics, Compliance and Copyright.  3. To be aware of current legislation and practice concerning Digital Media Ethics, Compliance and Copyright. | *Learning activities:*  Lectures will introduce debates and deliver information about Digital Media Ethics, Compliance and Copyright. Guest lectures will help to identify the relevance of these issues to media practice. Seminars will provide an opportunity for students to debate the issues. | *Assessment:*  Essay - 2,500 words (100%) |
| 6114MEDCUL  Semester 1  *Media production* | Archive Research Project  (40c) | *Aim:*  1. To enable students to evaluate and assess primary research material in context for academic & public dissemination.  2. To gain experience in curating & documenting an exhibition.  3. To research methodological, logistical, ethical, economic & social issues impacting on archives & special collections. | *Learning activities:*  Presentation, Lectures, Seminars, Workshops, Tutorials. | *Assessment:*  Exhibition & Catalogue (30%) Report 5000 Words (70%) |
| 7001MC  Semester 1  *Media production* | Theories Concepts & Debates in Mass Communications  (30c) | *Aim:*  To develop a comprehensive understanding of key theoretical frameworks relevant to Mass Communications  To enable students to establish a critical awareness of existing debates in the field of Mass Communications  To ensure that students are able to apply and appraise concepts employed in the study of Mass Communications | *Learning activities:*  Lectures, Seminars and Tutorials | *Assessment:*  15 minute presentation (20%) 3000 word essay (80%) |
| 7003MC  Semester 1  *Media production* | Digital Cultures  (30c) | *Aim:*  1. To contextualise the evolution of new media and its perceived social purposes  2. To critically examine the relationships between people, organisations and digital media technologies  3. Evaluate current research in digital cultures | *Learning activities:*  Lectures, seminars, Workshops and Field Trips | *Assessment:*  Annotated bibliography (20%) Critical review (30%) Essay (50%) |
| 7006DOC  Semester 1  *Media production* | Craft Skills  (20c) | *Aim:*  1. To introduce students to the conventions and techniques of single-camera filming  2. To introduce students to the practical craft skills required when using cameras and associated equipment  3. To introduce students to the practical craft skills required when using editing software, including an understanding of the grammar of editing | *Learning activities:*  Individual and group lectures, masterclasses and workshops with tutorial support introduce the students to various production and post-production skills including aspects such as:  Mis-en-Scene, craft skills including camerawork, editing, lighting for documentary, sound recording; storyboarding; conducting recess; including 6 hours of Avid training by accredited trainers | *Assessment:*  Portfolio (100%) |
| 7008CT  Semester 1  *Media production* | Reflections on Professional Practice  (30c) | *Aim:*  1. To investigate the nature of professional media production/creative technology skills and requirements and the effects of changing technology on output.  2. To consider, through reflecting on personal professional experience, how professional issues shape output  3. To investigate the effects of technology, audience and accessibility on creative media | *Learning activities:*  Lectures will explain the concept of reflecting on professional practice consolidated by tutorial support | *Assessment:*  Blog (100%) |
| 7008DOC  Semester 1  *Media production* | Reflections on Professional Practice  (30c) | *Aim:*  1. To investigate the nature of professional media production/journalism skills and requirements and the effects of changing technology on output.  2. To consider, through reflecting on personal professional experience, how professional issues shape output  3. To investigate the effects of political, social and economic factors on programme e.g. documentary / journalism output through reflections on personal output. | *Learning activities:*  Lectures will explain the concept of reflecting on professional practice consolidated by tutorial support | *Assessment:*  Portfolio (100%) |
| 7008IA  Semester 1  *Media production* | Reflections on Professional Practice  (30c) | *Aim:*  1. To investigate the nature of professional media production/creative technology skills and requirements and the effects of changing technology on output.  2. To consider, through reflecting on personal professional experience, how professional issues shape output  3. To investigate the effects of technology, audience and accessibility on creative media | *Learning activities:*  Lectures will explain the concept of reflecting on professional practice consolidated by tutorial support | *Assessment:*  Blog (100%) |
| 4019MEDIA  Semester 2  *Media production* | Themes of Contemporary Media  (20c) | *Aim:*  1. To provide students with an understanding of the evolution of media.  2. To develop an ability to relate theory to contemporary issues/practice.  3. To introduce students to academic practice and encourage discussion of research and reading. | *Learning activities:*  Lectures will be followed by seminars in which students will discuss theories raised in lectures in more detail and following their own reading. Individual tutorials will be used through the year to discuss individual students engagement with and progress through the module. | *Assessment:*  Blog entries 1500 words (40%) Essay 2500 Words (60%) |
| 4021MEDIA  Semester 2  *Media production* | Introduction to the Media Industry  (20c) | *Aim:*  1. To introduce the concept of the media as a multi million pound global industry and the opportunities this affords to the creative media sector.  2. To acquaint students with local media companies and organisations. | *Learning activities:*  Lectures, tutorials and visiting speakers. | *Assessment:*  Case Study (40%) Self-awareness statement (10%) Presentation - Business Plan (50%) |
| 4023MEDIA  Semester 2  *Media production* | Digital Production Practice  (20c) | *Aim:*  1 To extend understanding of creative production practice  2 To explore animation practice and rostrum camera techniques | *Learning activities:*  Lectures, practical workshops and individual and group tutorials. | *Assessment:*  Individual Media Artefact (50%) Group Media Artefact (50%) |
| 5012MEDIA  Semester 2  *Media production* | Multiplatform Production  (20c) | *Aim:*  1. To provide an opportunity for students to undertake a substantial multi-platform team-based project.  2. To explore the theory and practice of engaging users across a range of platforms. | *Learning activities:*  The module begins with lectures and workshop sessions that introduce students to the key concepts in the following areas: user engagement; spreadable media; transmedia narrative and activism; team working; managing creativity; production methodologies; Convergence design.  In a later session, students will receive a brief and be placed in a team - thereafter,  teams will be supported by a weekly management programme to ensure all teams  are meeting their targets.  In the final session, teams will make a presentation of their prototype to a panel. | *Assessment:*  Artefact - Group Project (75%) Individual Critical Evaluation (25%) |
| 5016MEDIA  Semester 2  *Media production* | Interactive Multimedia Practice  (20c) | *Aim:*  1. To explore the potential for developing immersive media content for public display.  2. To interpret, develop and reflect on multimedia practice. | *Learning activities:*  Through lectures and workshops students will explore the creation of immersive and dynamic media artefacts to be used to encourage and engage public participation in a variety of media applications including websites, kiosks, exhibitions and installation design. | *Assessment:*  Production of a Media Artefact (75%) Reflective Dossier (25%) |
| 5022MEDIA  Semester 2  *Media production* | Digital Media Cultures  (20c) | *Aim:*  1. To develop students' understanding of the interactions and relationships between media products, producers and texts in the current context of Digital Media.  2. To provide students with the critical tools necessary to explore media products in relation to cultural production, circulation, regulation and reception.  3. To familiarise students with the range of research and writing techniques used in contemporary media production and academic media research. | *Learning activities:*  Lectures, Seminars and Tutorials. | *Assessment:*  Essay - 4,500 words (100%) |
| 7004MC  Semester 2  *Media production* | New Media: Policy and Practice  (30c) | *Aim:*  To consolidate students' evaluation of Mass Communications research across  different forms of communication and media industries  To explore public debates about the role of the media in a contemporary global  context  To consider existing and proposed media policy and professional practice especially  with regard to computer mediated communication  To enable students to critically reflect on the role that policy and regulation plays in  the ethical decision making processes of media practices  To critique the production of professional digital communication forms | *Learning activities:*  Lectures, seminars, tutorials, workshops and field trips. | *Assessment:*  2500 word essay (50%) 2500 word portfolio (50%) |
| 7005CT  Semester 2  *Media production* | Research and Proposal  (30c) | *Aim:*  1. To provide a concentrated opportunity to originate, research and develop a creative technology project or dissertation, the practical delivery of which will form the culmination of the student's Masters experience in the following semester.  2. To successfully develop and deliver a professional pitch of this original idea | *Learning activities:*  The module commences with an initial period of lectures outlining important aspects of technical and academic research, eg: copyright law, risk assessment, production paperwork, scope and feasibility. Once projects have been approved by staff, students will work independently with tutorial support and guidance | *Assessment:*  Proposal (50%) Presentation (50%) |
| 7005DOC  Semester 2  *Media production* | Research/Story Development  (30c) | *Aim:*  1. To provide a concentrated opportunity to originate, research and develop a documentary project or dissertation, the practical delivery of which will form the culmination of the student's degree experience in the following semester  2. To successfully develop and deliver a professional pitch of this original idea | *Learning activities:*  The module commences with an initial period of lectures outlining important aspects of production and academic research, eg: copyright law, risk assessment, production paperwork. Once projects have been approved by staff,students will work independently with tutorial support and guidance. | *Assessment:*  Essay - Story (50%) Presentation (50%) |
| 7006MC  Semester 2  *Media production* | Perspectives on Mass Communication Research Methods  (30c) | *Aim:*  1. To enable students to critically evaluate current research methods which are used to create and interpret knowledge in Mass Communications  2. To evaluate methodologies and critique them in order to propose new hypotheses  3. To support the development of the dissertation research proposal and the development of students' individual projects | *Learning activities:*  Lectures, Seminars and Tutorials | *Assessment:*  15 minute presentation (30%) 3000 word essay (70%) |
| 6111MEDCUL  Yearlong  *Media production* | English and Media & Cultural Studies Dissertation  (40c) | *Aim:*  1. To facilitate students to engage critically with key theoretical, conceptual and methodological issues in the construction of a self-directed project.  2. To formulate a research plan and gather, synthesize and make use of relevant literature. | *Learning activities:*  Tutorials, group workshops and private study. | *Assessment:*  Dissertation (85%) Report (15%) |
| 6112MEDCUL  Yearlong  *Media production* | MCS Research Project  (40c) | *Aim:*  1. To differentiate and assess the suitability of research methods, planning and development of research design.  2. To gain experience of the planning and implementation of original fieldwork utilising qualitative methods.  3. Apply analytical skills to original qualitative data. | *Learning activities:*  Lectures, Seminars, Workshops and Field Trips. | *Assessment:*  3000 words proposal (30%) 5000 words report (70%) |
| 7002MC  Yearlong  *Media production* | Mass Communication: Research Methods  (30c) | *Aim:*  To critically evaluate current research and advanced scholarship in Mass Communications  To encourage students to discriminate between established techniques of research which are used to create and interpret knowledge in Mass Communications  To evaluate methodologies and critique them in order to propose new hypotheses  To support the development of the dissertation research proposal and the development of students’ individual projects | *Learning activities:*  Lectures, seminars, use of the VLE and practical workshops. | *Assessment:*  PRESENTATION ASSIGNED SUBJECT (25%) 4000 WORD ESSAY SET TITLE (50%) PRESENTATION DEFINED SUBJECT (25%) |