Module Specification

Multimedia Journalism 2

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Contents

Part 1: Information

Module title: Multimedia Journalism 2

Module code: UABAK8-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Module

Pre-requisites: Professional Craft Skills 2022-23

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Indicative sessions will include:

A number of "live" news days that will allow the student to experience operating in a professional multimedia newsroom environment, prioritising the news agenda, researching, monitoring, gathering and producing news for radio, tv and online.

Technical, editorial and design workshops which will enable the student to learn and apply new skills using news scenarios and simulations, as well as attend seminars and discussions to review, evaluate and critique the team's news output.

News days will provide students with the opportunity to experience and practice:

Multimedia newsroom roles – operating as editors, subs, and reporters in their news teams.

News workflow and processes – experiencing typical news processes including recording, editing, formatting, presenting and broadcasting and/or publishing their news stories in a multimedia environment, as well as typical news workflows involving drafting, sub editing, running checks and updating stories.

The schedule of a typical news day – from morning editorial meetings to deciding and prioritising the news agenda, to assigning stories, newsgathering, news production and broadcast and publication.

Producing news in the live environment - all multimedia news items produced on the course will feature on the University's Student News Website, News Twitter account and News Facebook Page.

Workshops in technical, design and editorial best practice will cover:

Content Production and Publishing Systems.

Writing and proof reading skills for news, breaking news, news blogs and social media news.

Video journalism.

Audio journalism.

Image production for news.

Social media and user generated content.

Part 3: Teaching and learning methods

Teaching and learning methods: The method of teaching will be:

Scheduled learning:
Technical, design and editorial workshops – students will receive demonstration and supervision by experts in various multimedia production skills.

News days – operating within the context of a professional multimedia newsroom students will apply their skills during a number of "live" news days and will receive coaching and feedback on immediate and specific production tasks.

Spacing – students will be given the opportunity to practice and develop their skills over several news day sessions rotating positions.

Feedback and discussion – the outputs from each session will be reviewed and observed by peers and tutors, evaluated and appraised during editorial meetings.

Seminars will provide reflection, debate and discussion on the groups news output.

Independent learning:

Students will be required to meet in their production teams outside of class time for pre-production preparation.

Students will be required to travel within Bristol and area for production purposes.

Students will need to spend time reading, viewing and listening to the specific genres and platforms they are working on.

Students will be required to use the multimedia labs in their own time for post production purposes.

Students will be required to spend time reading set texts.

Students can expect a total of 84 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, lectures, seminars and news days.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Fluently apply the practical skills required in a specialised multimedia news environment

MO2 Develop and apply knowledge and understanding of multimedia production techniques and practices across multiple news platforms

MO3 Be able to effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving

MO4 Operate effectively in a professional multimedia news environment as a group member and a group leader

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 216 hours

Face-to-face learning = 84 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/uabak8-30-m.html

Part 4: Assessment

Assessment strategy: Students will be assessed on their attendance at, and contribution to, a series of news days. During these news days, students will be required to work as a team and take on a range of industry-standard journalism roles to produce a range of digital multimedia news output to deadline. A log of all contributions and newsgathering work must be kept.

Feedback is given during, and at the end of, each news day, and students are required to critically reflect on their work and that of the group.
The strength of this work will be in the ability for the student to recognise his/her own strengths and weaknesses and clearly identify the criteria from which they are making these judgments. News days will account for 40% of the overall mark.

Students will also be assessed on a portfolio of digital multimedia journalism. They will be assessed on their mastery of the technology, evidence of editorial judgment, meeting audience requirements and acceptable broadcast standards. This portfolio will account for 60% of the overall mark. Workshops will also provide opportunities for non-assessed formative feedback.

Attendance is indirectly assessed on this module as it is a vital skill to measure and reinforce in the area of professional conduct.

Assessment Criteria:

Fluent in the practical skills required in a complex, unpredictable and specialised multimedia news environment (relates to learning outcome 1; evidenced by Multimedia news items, Tutor observation, Peer observation, Editorial meetings).

Able to apply knowledge and understanding of multimedia production techniques and practices across multiple news platforms and outlets (relates to learning outcome 2; evidenced by Multimedia news items, Editorial Meetings, Tutor Observation, Peer Observation).

Effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving (relates to learning outcome 3; evidenced by Multimedia news items, Editorial Meetings, Self evaluation).

Acquire key transferable skills to be able to operate effectively in a professional multimedia news environment (relates to learning outcome 4; evidenced by Tutor Observation, Peer Observation, Self evaluation, Editorial Meetings).

Attendance at all core teaching activities (relates to learning outcomes 1, 2, 3, 4; evidenced by Attendance record).

Assessment components:

Portfolio (First Sit)
Description: Multimedia news portfolio
Weighting: 60 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Practical Skills Assessment (First Sit)
Description: Portfolio of multimedia news items and self-evaluation report
Weighting: 40 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)
Description: Multimedia news portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Practical Skills Assessment (Resit)

Description: Portfolio of multimedia news items and self-evaluation report

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Journalism [Bower] MA 2023-24