University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Multimedia News Production					
Module Code	UACAK8-30-M		Level	M	Version	1.0
Owning Faculty	ACE		Field	CMS		
Contributes towards	MA Journalism					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project	
Pre-requisites	Professional Craft Skills UACAK4-15-M		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	N/A		
Valid From	September 2012		Valid to	September 2018		

CAP Approval Date	June 1, 2012

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Fluently apply the practical skills required in a specialised multimedia news environment (assessed through Component A). 2. Develop and apply knowledge & understanding of multimedia production techniques and practices across multiple news platforms (assessed through Component A). 3. Be able to effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving (assessed through Component A). 4. Operate effectively in a professional multimedia news environment as a group member and a group leader (assessed through Component A).
Syllabus Outline	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 & Publishing Systems - Writing & 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
Contact Hours/Scheduled Hours	• Sessions will be held weekly • News days will run for 6 – 8 hours • Discussion and evaluation will also take place in virtual form using online tools (Facebook and Blackboard) as well as face to face in seminars • Technical, editorial and design Workshops will take place weekly. Total contact time = 84 hours
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 & 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

Reading Strategy	Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service's web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students' development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.
Indicative Reading List	Bradshaw, P. and Rohumaa, L. (2011) *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.* Harlow: Longman. Bull, A. (2010) *Multimedia Journalism: a Practical Guide.* London: Routledge. Hanna, M. and Dodd, M. (2012) *McNae's Essential Law for Journalists.* 21st ed. Oxford: Oxford University Press. Harcup, T. (2009) *Journalism: Principles and Practice.* London: Sage. Jones, J. and Salter, L. (2012) *Digital Journalism.* London: Sage. Leverton, M. (2010) *How to work as a Freelance Journalist.* Oxford: How to Books Ltd. www.journalism.co.uk http://www.bbc.co.uk/journalism/

Part 3: Assessment		
Assessment Strategy	Assessment will be based on a portfolio of multimedia work which includes:	

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Indicative items:
> A multiplatform news story (ie the same story produced and reversioned for two platforms either TV and Online, or Radio and Online).

> An extended online news story or special report with multimedia

> A blog and social media output (News Tweets, Facebook posts)

Students will take part in news days where their contributions as independent journalists and team members will be peer and tutor assessed while they operate in different newsroom roles.

Indicative items:
> Tutor observation reports

> Peer observation reports

> Self evaluation report (a reflective document that considers the whole process from development through production and the extent to which the final portfolio meets the students' hopes and expectations. Its strength will be in the ability for the student to recognise his/her own weaknesses as well as strengths and clearly identify the criteria from which they are making these judgements.)

Students will be advised on the importance of attendance in the module and their attendance and engagement with tasks will be directly assessed.

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	Relating to Learning Outcomes	Source of Evidence
Fluent in the practical skills required in a complex, unpredictable and specialised multimedia news environment	1	Multimedia news items Tutor observation Peer observation Editorial meetings
Able to apply knowledge & understanding of multimedia production techniques and practices across multiple news platforms and outlets	2	Multimedia news items Editorial Meetings Tutor Observation Peer Observation
Effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving	3	Multimedia news items Editorial Meetings Self evaluation
Acquire key transferable skills to be able to operate effectively in a professional multimedia news environment	4	Tutor Observation Peer Observation Self evaluation Editorial Meetings
Attendance at all core teaching activities	1, 2, 3, 4	Attendance record

Identify final assessment component and element	Portfolio of multimedia news items, **A**		
		A:	**B**:
% weighting between components A and B (Standard modules only)		**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio of multimedia news items and self-evaluation report	100%
2.(etc)	
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio of multimedia news items and self evaluation report	100%
2.(etc)	
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.