



University of the
West of England

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Creative Media Design Individual Final Project					
Module Code	UPCP53-30-3		Level	3	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No	
Owning Faculty	ACE		Field	Cultural Industries		
Department	Arts & Cultural Industries		Module Type	Project		
Contributes towards	BA(Hons) Creative Media Design					
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	N/A		
Valid From			Valid to			

CAP Approval Date	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. An understanding of their own practice of creative media production as a reflexive, critical and creative process 2. An ability to research and self initiate ideas and form them into a practical and realisable project 3. An ability to communicate their ideas and creative process effectively 4. An exploratory, experimental and artistic approach to media production. 5. An ability to work effectively and efficiently both as an individual and in assisting role as a member of a production team 6. An ability to work individually and manage time, assistants and production schedules 7. A sophisticated understanding of the grammar and form of their chosen platform and media 8. How to conceive of a user and user experience through prototyping and iterative development
Syllabus Outline	On this module students work individually to produce a self-initiated project.

	<p>They build on their experience and knowledge from level 2 and from the Group Final Project. The project should explore an area of relevance to field of creative / pervasive media and demonstrate a high level of technical development alongside an imaginative and critical approach.</p> <p>The module is taught through workshops led by instructors and academic staff, and tutorial support for production. Lectures are used for general communication about the module and for specialist talks on specific media or approaches.</p>																									
Contact Hours	The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning.																									
Teaching and Learning Methods	<p>The module is taught through scheduled learning including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop.</p> <p>Students are expected to pursue independent learning, including 228 hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																									
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>30</td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>72</td><td>228</td><td>0</td><td>300</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					Number of credits for this module									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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300	72	228	0	300																						

		Total assessment of the module:			
		Written exam assessment percentage			0%
		Coursework assessment percentage			90%
		Practical exam assessment percentage			10%
					100%
Reading Strategy	<p>Module staff will recommend readings to students according the needs of their projects.</p> <p>Students will also be expected to find their own further reading in support of their particular projects.</p> <p>All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.</p> <p>All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard. Training in the identification and evaluation of online research resources will be provided in taught sessions.</p> <p>The currency of information may wane during the lifetime of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually.</p> <p>Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university's Copyright Licensing Agency license.</p>				
Indicative Reading List	<p>Students are expected to develop their own reading, based on the needs of their individual projects.</p> <p>Lecturers will support this research and make suggestions, but the module does not have set reading</p>				

Part 3: Assessment			
Assessment Strategy	<p>Students will develop an individual project idea by working in small groups of two or three and using group partners to develop and assist each other at both project proposal and development stages.</p> <p>The development of the project should include a series of stages that include the completion of assets and creating a series of prototypes.</p> <p>For assessment students will formally present their project proposals and research and submit supporting material for the project that demonstrates their creative, critical and organisational process. They will also produce a written evaluation reflecting on their theoretical and creative process.</p>		
	Criteria	Relates to learning outcomes	Source of evidence
	1. research Engagement with relevant theoretical and design resources, engagement with contemporary media	1, 2, 4	A1, A2

	contexts, initiative in finding appropriate resources		
	2. method engagement with individual and assisted production and research processes, management of time and resources, reflection on research and production processes and outcomes, presentation and communication skills	1, 3, 4, 5, 6	A1, A2
	3. technical realisation technical competence and control in a range of digital hardware and software,	6, 7, 8	A1, A2
	4. creative realisation innovation in media form and content, application of critical ideas through production, editorial judgement, and execution	1, 2, 4, 7	A1, A2

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Project	75%	
2. Research report and individual research log	15%	
3. Presentation	10%	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
1 Project, research report and research log	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	