

## MODULE SPECIFICATION

Part 1: Information			
Module Title	Creative Media Design Individual Final Project		
Module Code	UPCP53-30-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Department of Arts & Cultural Industries		
Contributes towards	BA(Hons) Creative Media Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>On this module students work individually to produce a self-initiated project. They build on their experience and knowledge from level 2 and from the Group Final Project at level 3. 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>Students prepare their project for public presentation (degree show) during the module. This might include, for example, the preparation of bespoke printed material, explanatory video and other display materials.</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> <p>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.</p>

Part 3: Assessment			
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.			
The development of the project should include a series of stages that include the completion of designs, assets and creating a series of prototypes.			
For assessment students will also prepare to present their projects publicly and submit research and 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.			
Identify final timetabled piece of assessment (component and element)		Component A1	
% weighting between components A and B (Standard modules only)		A: 100%	B:
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1. Project, and production assisting		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%	
Part 4: Teaching and Learning Methods			
Learning Outcomes	On successful completion of this module students will be able to demonstrate:  1. An understanding of their own practice of creative media production as a reflexive, critical and creative process (A1, A2)  2. An ability to research and self-initiate ideas and form them into a practical and realisable project (A1, A2)  3. An ability to communicate their ideas and creative process effectively (A2, A3,)  4. An exploratory, experimental and artistic approach to media production. (A1)  5. An ability to work effectively and efficiently both as an individual and in assisting role as a member of a production team (A1)  6. An ability to work individually and manage time, assistants and production schedules (A1, A2)  7. A sophisticated understanding of the grammar and form of their chosen platform and media (A1, A2)  8. How to conceive of a user and user experience through prototyping and iterative development (A1, A2)  9. An ability to prepare a creative project for public presentation / distribution (A1, A3)		

Key Information Sets Information (KIS)	<b>Key Information Set - Module data</b>																													
	Number of credits for this module			30																										
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																									
	300	72	228	0	300																									
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																													
	<b>Written Exam:</b> Unseen or open book written exam <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)																													
	<table><tr><td colspan="3">Total assessment of the module:</td><td></td><td></td></tr><tr><td colspan="3">Written exam assessment percentage</td><td colspan="2">0%</td></tr><tr><td colspan="3">Coursework assessment percentage</td><td colspan="2">90%</td></tr><tr><td colspan="3">Practical exam assessment percentage</td><td colspan="2">10%</td></tr><tr><td colspan="3"></td><td colspan="2">100%</td></tr></table>					Total assessment of the module:					Written exam assessment percentage			0%		Coursework assessment percentage			90%		Practical exam assessment percentage			10%					100%	
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			100%																											
Reading List	<p>Module staff will recommend readings to students according the needs of their projects. Students will also be expected to find their own further reading in support of their particular projects.</p> <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> <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>																													

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First CAP Approval Date	4 June 2015			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	21 March 2017	Version	2	<a href="#">link to RIA</a>