

MODULE SPECIFICATION

Part 1: Information								
Module Title	Media	Media Project						
Module Code	UPCN	IJS-30-3	Level	3				
For implementation from	Septe	September 2020						
UWE Credit Rating	30		ECTS Credit Rating	15				
Faculty	ACE		Field	Cultural Industries				
Department	Arts and Cultural Industries							
Contributes towards	BA (Hons) Media Communications BA (Hons) Media Communications (Advertising) BA (Hons) Media Communications (Campaigns) BA (Hons) Media Communications (Public Relations)							
Module type:	Projec	Project						
Pre-requisites		None						
Excluded Combinations		Dissertation						
Co- requisites		None						
Module Entry requirements		None						

Part 2: Description

This module gives students the opportunity to undertake a practice-based media communications research project, which is related to their specialist pathway (if the student is on a pathway). It should be regarded as a culmination of their conceptual, theoretical, practical and communicative skills that have been developed throughout their study. The module is intended to facilitate the independent production of a platform, campaign or other media artefact that innovatively utilises communications technologies.

The project will be self-motivated and theoretically grounded. It will be informed by theoretical research and a knowledge of historical and contemporary media communications practices relevant to the project. The module will facilitate a 'community of practitioners', wherein students will engage in peer-learning and collaborative skills relevant to media industry contexts; students will also support each other's projects, providing input in the preproduction process and assisting with production as appropriate.

The content, and production methods, of student projects will be developed in consultation with module staff. Classes will support the initiation, development and realisation of student projects of appropriate scope and substance.

Students will produce supporting material for their project that demonstrates their critical and methodological process and their ability to work in a sustained manner on the development of the project. Students will have the opportunity to identify and examine a research topic that can be further explored and, ultimately, communicated through the production of appropriate media.

Part 3: Assessment

Assessments will enable students to undertake independent theoretical and practical research project as a critical and analytical process, and provide key employability skills and establish professional conduct befitting the creative industries. Continuous feedback will be provided through the project's guided-development by both peers and academic supervisors.

- 1. Pre-production item(s) to include proposal
- 2. Individual media production project
- 3. Presentation (Display and critique)

Plagiarism will be designed out by means of the continuous feedback process within the weekly project development sessions, and with online assessment submission tools where appropriate.

Identify final timetabled piece of assessment (component and element)	A:1	A:1		
% weighting between components A and B (Standard modules only)		A: B: 25 75		
First Sit				
Component A (controlled conditions) Description of each element		Element weighting		
1. Presentation		100		
Component B Description of each element		Element weighting		
1. Individual media production project		80		
2. Pre-production item(s)		20		
Resit (further attendance at taught classes is not required)				
,				
Component A (controlled conditions) Description of each element		Element v	veighting	
Component A (controlled conditions)		Element v		
Component A (controlled conditions) Description of each element 1. Presentation Component B			00	
Component A (controlled conditions) Description of each element 1. Presentation		10	veighting	
Component A (controlled conditions) Description of each element 1. Presentation Component B Description of each element		Element v	veighting	
Component A (controlled conditions) Description of each element 1. Presentation Component B Description of each element		Element v	veighting	
Component A (controlled conditions) Description of each element 1. Presentation Component B Description of each element		Element v	veighting	
Component A (controlled conditions) Description of each element 1. Presentation Component B Description of each element		Element v	veighting	

Learning **Outcomes** On successful completion of this module students will be able to: Engage in self-determined practice-based media communications research. working independently and professionally under the guidance of an academic supervisor (assessed through component A1) 2. Undertake a practical research project as a critical and analytical process (assessed through A1, B1) 3. Demonstrate of high level of formal and technical control of their specialist medium (assessed through A1, B1) 4. Use relevant academic theories to critically evaluate and analyse source materials and/or debates relevant to the work (assessed through B1, B2) Identify, justify and use methods of analysis, enquiry and production which are appropriate to tasks, including self-initiated tasks (assessed through B1) Engage in a constructive critical evaluation and defence of the work. (assessed through A1, B2) **Key Information Sets Information Key Information Set - Module data** (KIS) Number of credits for this module 30 **Contact Hours** Hours to Scheduled Allocated Independent Placement learning and study hours Hours be study hours allocated teaching study hours 300 72 228 0 300 The table below indicates as a percentage the total assessment of the module which constitutes a; Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique) Total assessment of the module: Written exam assessment percentage 0% Coursework assessment percentage 80% **Total Assessment** Practical exam assessment percentage 20% 100% **Reading List** The reading list for this module is available at: https://uwe.rl.talis.com/index.html

First Approval Date (and panel type)	24 March 2020 UVP			
Revision ASQC Approval Date		Version	1	