



MODULE SPECIFICATION

Part 1: Information			
Module Title	Media Project		
Module Code	UPCNJS-30-3	Level	3
For implementation from	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:	Project		
Pre-requisites	None		
Excluded Combinations	Dissertation		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p>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.</p> <p>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 pre-production process and assisting with production as appropriate.</p> <p>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.</p> <p>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.</p>	

Part 3: Assessment		
<p>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.</p> <p>1. Pre-production item(s) to include proposal 2. Individual media production project 3. Presentation (Display and critique)</p> <p>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.</p>		
Identify final timetabled piece of assessment (component and element)	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 weighting	
1. Presentation	100	
Component B Description of each element	Element weighting	
1. Portfolio	100	
Part 4: Learning Outcomes & KIS Data		

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