



MODULE SPECIFICATION

Part 1: Information			
Module Title	Media Project		
Module Code	UPCNJS-30-3	Level	Level 6
For implementation from	2022-23		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Cultural Studies
Department	Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	Dissertation 2022-23		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p>Overview: 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>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: 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>

STUDENT AND ACADEMIC SERVICES

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.

Teaching and Learning Methods: See Learning Outcomes.

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.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	25 %	Presentation
Project - Component A		60 %	Individual media production project
Written Assignment - Component A		15 %	Pre-production item(s)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	25 %	Presentation
Portfolio - Component A		75 %	Portfolio

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Engage in self-determined practice-based media communications research, working independently and professionally under the guidance of an academic supervisor.</td> <td>MO1</td> </tr> <tr> <td>Undertake a practical research project as a critical and analytical process.</td> <td>MO2</td> </tr> <tr> <td>Demonstrate of high level of formal and technical control of their specialist medium.</td> <td>MO3</td> </tr> <tr> <td>Use relevant academic theories to critically evaluate and analyse source materials and/or debates relevant to the work.</td> <td>MO4</td> </tr> <tr> <td>Identify, justify and use methods of analysis, enquiry and production which are appropriate to tasks, including self-initiated tasks.</td> <td>MO5</td> </tr> <tr> <td>Engage in a constructive critical evaluation and defence of the work.</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Engage in self-determined practice-based media communications research, working independently and professionally under the guidance of an academic supervisor.	MO1	Undertake a practical research project as a critical and analytical process.	MO2	Demonstrate of high level of formal and technical control of their specialist medium.	MO3	Use relevant academic theories to critically evaluate and analyse source materials and/or debates relevant to the work.	MO4	Identify, justify and use methods of analysis, enquiry and production which are appropriate to tasks, including self-initiated tasks.	MO5	Engage in a constructive critical evaluation and defence of the work.	MO6		
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Reading List	<p>The reading list for this module can be accessed via the following link: https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Media Communications [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p> <p>Media Communications (Advertising) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p> <p>Media Communications (Campaigns) [Sep][FT][Bower Ashton][3yrs] BA 2020-21</p> <p>Media Communications (Public Relations) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p>	

