



Module Specification

Media Project

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Part 1: Information

Module title: Media Project

Module code: UPCNJS-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: Dissertation 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

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.

Features: Not applicable

Educational aims: See Learning Outcomes.

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.

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: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Engage in self-determined practice-based media communications research, working independently and professionally under the guidance of an academic supervisor.

MO2 Undertake a practical research project as a critical and analytical process.

MO3 Demonstrate of high level of formal and technical control of their specialist medium.

MO4 Use relevant academic theories to critically evaluate and analyse source materials and/or debates relevant to the work.

MO5 Identify, justify and use methods of analysis, enquiry and production which are appropriate to tasks, including self-initiated tasks.

MO6 Engage in a constructive critical evaluation and defence of the work.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Project (First Sit)

Description: Project

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4, MO6

Presentation (First Sit)

Description: Presentation

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6

Project (Resit)

Description: Project

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4, MO6

Presentation (Resit)

Description: Presentation

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Sep][FT][Frenchay][3yrs] BA (Hons)
2021-22

Media Communications (Campaigns) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Advertising) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2020-21

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Media Communications (Campaigns) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Media Communications (Public Relations) [Sep][SW][Frenchay][4yrs] BA (Hons)
2020-21