

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Multimedia Journalism				
Module Code	UACAJJ-30-1	Level	1	Version	1.1
Owning Faculty	ACE	Field	CMS		
Contributes towards	BA (Hons) Journalism BA (Hons) Journalism and Public Relations				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	NA	
Valid From	September 2013		Valid to	September 2019	

CAP Approval Date	24 JUNE 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate basic technical skills in sound and video production through a series of individual and small group projects. (Component A1) 2. Deconstruct the generic examples of multimedia broadcast news output using appropriate terminology demonstrating an understanding of the construction and narrative elements. (Component A1) 3. Demonstrate an understanding of audience expectations of output. (Component A1) 4. Understand the elements and conventions of, and craft techniques associated with, various forms of production (Studio, field work etc.) (Component A1) 5. Undertake a range of production and technical craft roles and achieve performance statements at a basic level (based on BJTC Essential Elements). (Component A1) 6. Contribute to good working relationships (Component A1, Component A2) 7. Contribute to the quality and productivity of the production process (Component A1, Component A2) 8. Demonstrate an awareness of professional conduct including punctuality and risk assessment (Component A1, Component A2)
Syllabus Outline	<p>The first part of the module encompasses a range of 'short, sharp' exercises designed to help students take responsibility for and develop a reflective approach to their own learning. They will also improve their team working skills.</p> <p>Indicative phases include:</p> <ol style="list-style-type: none"> 1. TV News Package (s)

	<p>2. 1,500 word reflection on practice</p> <p>In the second part of this module students will add more sophisticated directing and editing techniques to their knowledge base. An added emphasis will be placed on gallery skills, live broadcasts and multimedia skills. This phase will indicatively consist of the production of:</p> <ol style="list-style-type: none">1. Online multimedia slideshow (photo essay)2. Television Studio Production Exercises3. Attendance at six news days where skills will be assessed <p>Throughout emphasis will be placed on analysing and critiquing the genre.</p>																									
Contact Hours/Scheduled Hours	<ul style="list-style-type: none">• Students can expect a total of 72 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, lectures, seminars and news days.• Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means																									
Teaching and Learning Methods	<p>Scheduled learning</p> <ul style="list-style-type: none">• Students will be required to attend lecturer-led seminar/workshop each week and additional craft skills and technical sessions totalling 3.5 hours per week. <p>Independent learning</p> <ul style="list-style-type: none">• Students will be required to meet in their production teams outside of class time for pre-production preparation• Students will be required to travel within Bristol for newsgathering purposes.• Students will need to spend time reading, viewing and listening to broadcast news output.• Students will be required to use the multimedia labs in their own time for post production purposes• Students will be required to spend time reading set texts																									
Key Information Sets Information	<table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>30</td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>72</td><td>228</td><td>0</td><td>300</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					Number of credits for this module									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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	Total assessment of the module:			
	Portfolio			90%
	Attendance			10%
				0%
				100%
Reading Strategy	<p><u>Essential reading</u> may be supplied as printed copies or made available electronically via Blackboard. Essential reading may include not just specific articles but set text books.</p> <p>In addition, students will expected to undertake <u>further reading and viewing</u> from a list of texts and resources chosen especially to support the module, listed in the Handbook and revised annually, or from topical items identified during the run of the module. These will help develop students understanding of the key topics and we will recommend they explore a selection in whole or in part. Most resources should be available in the campus library or electronically via the web but exceptionally they may not be and this will be indicated in the Module Handbook.</p> <p>Formal opportunities for students to develop their library <u>access and information skills</u> will be provided within the induction period and via the GDP. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.</p>			
Indicative Reading List	<p>BBC College of Journalism Website http://www.bbc.co.uk/journalism/</p> <p>Boyd, A., Stewart, P. and Alexander, R. (2008) <i>Broadcast Journalism: Techniques of Radio and Television News</i>. 6th ed. Oxford: Focal Press.</p> <p>Chater, C. (2002) <i>Research for Media Production</i>. Oxford: Focal Press.</p> <p>Hudson, G, and Rowlands, S. (2012) <i>The Broadcast Journalism Handbook</i>. Harlow: Pearson Education.</p> <p>Geller, V. (2011) <i>Beyond Powerful Radio: a Communicator's Guide to the Internet Age - News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio</i>. Oxford: Focal Press.</p> <p>Medoff, N., Fink, J. (2012) <i>Portable Video: News and Field Production</i>. 6th ed. Oxford: Focal Press.</p> <p>Thompson, R. (1988) <i>Grammar of the Shot</i>. Oxford: Focal Press.</p> <p>Thompson, R. (1993) <i>Grammar of the Edit</i>. Oxford: Focal Press.</p> <p>Trewin, J. (2003) <i>Presenting on TV and Radio: an Insider's Guide</i>. Oxford: Focal Press.</p>			

Part 3: Assessment

Assessment Strategy	<p>Students will be asked to produce a portfolio of basic digital media work including a, short news story for television and an online multimedia slideshow and a critical reflection on practice. Students will be assessed on their mastery of the technology, evidence of editorial judgement, understanding of the genre, team working and time management skills. Students will also be assessed on putting this into practice through newdays.</p> <p>Workshops will provide students with opportunities for formative assessment.</p> <p>The critical analysis and self-evaluation should be about analysis and awareness and should not be a simple diary of events. It is a reflective document that considers the whole process from development through production and the extent to which the final work meets the students' hopes and expectations. Its strength will be in the ability for the student to recognise he/her own weaknesses as well as strengths and clearly identify the criteria from which they are making these judgements.</p> <p>As some work will be assessed in teams, students will be given clear guidance on the rules of team working and group engagement.</p> <p>Group marks will account for 40% of the assessment and individual marks will account for 60% of the assessment. Students will be asked to comment on their team's contributions to group activities and to keep a log of all their own contributions.</p>
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	Students will be advised on the importance of attendance in the module and their attendance and engagement with tasks will be directly assessed.		
	Assessment Criteria	Relating to Learning Outcomes	Source of Evidence
	1. Evidence of commitment to building a portfolio of creative, technical and editorial production skills	1,4, 5	Research processes, project materials, student log-book, project prototypes and supporting materials
	2. Understanding of professional production practices	1,4, 5, 6, 7, 8	Attendance record, peer assessment, written evaluation.
	3. An understanding of the role of audience in the development of all media artefacts.	2, 3, 5	Production artefacts and critical analysis
	4. An ability to comment critically on the strengths and weaknesses of the work produced throughout the module, including evidence of an ability to critique artefacts and practice methodologies within a broader media context	1, 2, 3, 4, 6, 7	Self-evaluation
	5. Attendance at all core teaching activities	1, 7, 8	Attendance record, written evaluation
Identify final assessment component and element		Portfolio of practical exercises and reflective learning log (1500 words) A1	
% weighting between components A and B (Standard modules only)			A:
			B:
			100%
First Sit			
Component A (controlled conditions) Description of each element			Element weighting (as % of component)
1. Portfolio of practical exercises and reflective learning log (1500 words)			90%
2.Attendance			10%
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element			Element weighting (as % of component)
1. Portfolio of practical exercises (unsupervised) and reflective learning log (1,500 words)			100%
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.			