Module Specification

Multimedia Journalism 1

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Contents

Part 1: Information

Module title: Multimedia Journalism 1

Module code: UABAYC-30-M

Level: Level 7

For implementation from: 2021-22

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

Delivery locations: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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.

Indicative phases include:

TV News Package (s)
Radio News feature (s)

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 multimedia skills in the newsroom. This phase will indicatively consist of the production of:

Multimedia news stories
Attendance at News Days where skills will be assessed

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning

Students will be required to attend a lecturer-led seminar/workshop each week and additional craft skills and technical sessions totalling 3.5 hours a week.

Students will take part in News Days.

Independent learning

Students will be required to meet in their production teams outside class time for pre-production preparation

Students will be required to travel within Bristol for production purposes.

Students will need to spend time reading, viewing and listening to the specific genres they are working within.

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.

Module Learning outcomes:

MO1 Demonstrate basic technical skills in sound and video production through a series of individual and small group projects

MO2 Critically analyse the generic examples of multimedia broadcast news output using appropriate terminology demonstrating an understanding of the construction and narrative elements.

MO3 Demonstrate an understanding of audiences

MO4 Understand the elements and conventions of craft techniques associated with various forms of production (News days, Studio, field work etc)

MO5 Undertake a range of production and technical craft roles and achieve performance statements (based on BJTC Essential Elements).

MO6 Contribute to good working relationships

MO7 Undertake pre-production planning

MO8 Contribute to the quality and productivity of the production process.

MO9 Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety.

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 via the following link https://uwe.rl.talis.com/modules/uabayc-30-m.html

Part 4: Assessment

Assessment strategy: Students will be assessed on their attendance at, and contribution to, a series of news days. During these news days, students will be required to work as a team and take on a range of industry-standard journalism roles to produce a range of digital multimedia news output to deadline.
A log of all contributions and newsgathering work must be kept.

Feedback is given during, and at the end of, each news day, and students are required to critically reflect on their work and that of the group. The strength of this work will be in the ability for the student to recognise his/her own strengths and weaknesses and clearly identify the criteria from which they are making these judgments.

News days will account for 40% of the overall mark.

Students will also be assessed on a portfolio of digital multimedia journalism. They will be assessed on their mastery of the technology, evidence of editorial judgment, meeting audience requirements and acceptable broadcast standards. This portfolio will account for 60% of the overall mark. Workshops will also provide opportunities for non-assessed formative feedback.

Attendance is indirectly assessed on this module as it is a vital skill to measure and reinforce in the area of professional conduct.

Assessment Criteria / (Relating to Learning Outcomes) / Source of Evidence:

1. Evidence of ability to build a portfolio using appropriate creative, technical and editorial
production skills (1,4, 5), News days, Research processes, project materials, student logbook, project prototypes and supporting materials

2. Understanding of professional production practices (1,4, 5, 6, 7, 8, 9) Attendance at team

meetings, news days, punctuality, supporting materials, peer assessment, written

evaluation.

3. An understanding of the role of audience in the development of all media

artefacts. (2, 3, 5) News days, 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, 8, 9) Self-evaluation.

Assessment components:

Practical Skills Assessment - Component A (First Sit)

Description: News days attendance and contribution

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Portfolio - Component B (First Sit)

Description: Multimedia news portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Practical Skills Assessment - Component A (Resit)

Description: News days exercise

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Portfolio - Component B (Resit)

Description: Multimedia news portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study: