

1. MODULE SUMMARY

Aims and Summary

This double module focuses on generic aspects of the process of generating, and commencing a project in media practice within video, broadcast (TV and radio) photography, online or convergent media formats. It concentrates on the research, creative, technical and organisational skills associated with these professional practices. A range of topics are addressed, including: the development of ideas; scripting, narrative and storyboarding; the acquisition and handling of sources and information; archival research; basic interviewing; note-taking and record-keeping; identification of potential audiences publications/markets; matching conventions of specific forms/genres, as well as technical, legal/ethical and commercial constraints.

A proactive approach to research/preparation is a necessity for successful completion of this module. Students should be aware of the historical and contemporary context, which shapes content, the intended audience and distribution of work, as well as the project's viability, throughout their research process. Students are supported in the production of a project treatment /proposal.

Module Size and credits

Module size	Double
CATS points	20.0
ECTS credits	10.0
Open/Restricted	Restricted
Availability on/off campus	On Campus only
Total student study hours	200
Number of weeks	12
School responsible	School of Art and Design
Academic Year	1-Aug-2014

Entry Requirements (pre-requisites and co-requisites)

Registration on the Postgraduate Certificate, Diploma or the MA in Media Production

Co-requisite Modules:M60MC or equivalent

Excluded Combinations

None

Composition of module mark (including weighting of components)

100% Coursework

Pass requirements

Module Mark must be at least 40%

Special Features

N/A

Course stages for which this module is mandatory

- ADT042 MA Stage 1 Media Production

Course stages for which this module is a core option

None

2. TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

On completion of this module the student should be able to:

1. Demonstrate an appropriate appreciation of, and ability to evaluate, core skills and knowledge required to plan and research for a range of media productions
2. Show an appropriately advanced understanding of key professional practices and production processes in media production:
3. Produce appropriate research and development that embodies research/writing skills and reflects knowledge of the appropriate technologies, media forms and awareness of audience.
4. Produce and present a coherent, targeted and viable proposal
5. Consider and evaluate their own work with reference to professional and ethical standards and conventions.

Indicative Content

PROJECT CONCEPTION Conventional and unusual sources of ideas; utilizing and acknowledging others' work; 'brainstorming', initial scripting/writing, concept definition; preparatory/research practice; initial storyboarding, **INDUSTRY HISTORY AND STRUCTURE** Researching and analysing the origins, development and specific traditions of particular specialist fields. **PREPARATION AND PLANNING** Viability, 'market'/audience-research, permissions for locations copywrite clearance, legal and ethical considerations, access to sources, participants, information and locations, planning and scheduling. **HANDLING INFORMATION** Acquiring authoritative information/sources; conducting interviews; managing and evaluating information/data; appropriate writing styles, planning and practical preparation; producing proposal **CONVENTIONS OF YOUR MEDIUM** Producing content targeted to specific audiences, with reference to genres, formal codes, styles, conventions and forms; awareness of issues of ethics; understanding conventions in relation to different means of distribution or exhibition / channel position / editorial stance/ policy. **NETWORKS AND MARKETS** Records of contacts, sources and resources; pitching ideas; identifying and targeting markets; freelancing.

Teaching and Learning

The key techniques and skills will be introduced in informal lectures and seminars. These issues will then be explored further through workshop sessions. Students are also supported through formative feedback on work produced during these sessions. Students will be expected to undertake extensive self-directed research, study and preparation beyond the reading lists provided for their assignments

Student activity and time spent on each activity comprises:

Lecture 10 hours (5%)
Self guided 150 hours (75%)
Seminar 20 hours (10%)
Workshop 20 hours (10%)
Total 200 hours

Method Of Assessment (normally assessed as follows)

100% Coursework (including research & development work, project proposal/treatment and a presentation) The intended learning outcomes will be assessed as follows: **Assessment items**

Cw1 **LO1 LO2 LO3 LO4 L05**

Reassessment by re-submission of the appropriate item/s of coursework.

Date of last amendment

12/02/2014

3. MODULE RESOURCES

[Click here to access the module reading list via the University's Resource Lists system.](#)

Required Equipment

None

4. MODULE ORGANISATION

Module leader

Name Mr N Middleton

Telephone number 02477 65 7485

E-mail arx148@coventry.ac.uk

Length and month of examination

None

Common Exam(s)

None

Exam Equipment Required

None

Expected teaching timetable slots

Note that some tutorials/seminars may be provided at times other than those shown below. Timetable information should be verified with the School responsible for the module

No timetable information available

Subject Quality and Approval information

Board of Study Media and Communication
Subject Assessment Board Media Communication Postgraduate
Shortened title RES FOR PROD
Date of approval by BoS 6-Feb-2013