

# 1. MODULE SUMMARY

## Aims and Summary

During this module the students are encouraged to investigate emergent forms of media production and to explore alternative strategies for project realisation in terms of subject matter, content, style, medium, scale, processes and technical characteristics to those with which they are most familiar. They will be encouraged to analyse, evaluate and reflect upon conventional media production and their own previous work in the context of current media convergence and change. They should seek to extend their practice/production in areas that may be unfamiliar in order that they challenge their initial assumptions, practices and intentions. Through this process of evaluative exploration, the students may consolidate their previous form of practice/production, but this must be achieved in the context of an exploratory rationale/approach.

## Module Size and credits

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

## Entry Requirements (pre-requisites and co-requisites)

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

## Excluded Combinations

None

## Composition of module mark (including weighting of components)

100% Coursework

## Pass requirements

Module Mark must be at least 40%

## Special Features

None

## 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**

The intended learning outcomes are that on completion of this module the student should be able to: 1. Critically analyse, evaluate and challenge their own and others work and working methods. 2. Demonstrate the ability to undertake creative exploration in the use of relevant techniques to realise/achieve the expression of a concept, idea or theme. 3. Demonstrate the ability to utilize styles, forms, technologies and ideas across conventional technical, media and/or stylistic boundaries. 4. Initiate and successfully complete a project using appropriate processes and means which is commensurate with critical evaluation of /experimentation with contemporary media discourses and practices. 5. Complete and show (display/ broadcast/ narrowcast, exhibit or screen), a small-scale media artefact which demonstrates an engagement with emergent media and an experimental rationale making appropriate use of technical resources. All the above outcomes are consistent with NICAT level descriptors.

### **Indicative Content**

This module will allow the students to reflect on the choices of content and process they have made in their media practice/production. They will be encouraged to extend their media practice/production through research into and experimentation with processes or techniques they may not have previously experienced. There will be screenings group visits to artist studios, workshops, exhibitions, performances that are appropriate to the student's research. The specific subject matter/content is defined by the projects undertaken by the students

### **Teaching and Learning**

Seminars and workshops, screenings, site visits, self-directed research, practice/performance, tutorials. The students will take responsibility for the overall direction of their practical work, but will be asked to explore alternative strategies in terms of subject matter, content, style, medium, scale, processes and technical characteristics. They should expect to extend their practice in areas that may be unfamiliar in order that they challenge their initial intentions. In order to do this, they must be prepared to explore new work processes by gaining access to workshops and technical assistance and by discussing their ideas within a studio/seminar/critique situation. Student activity comprises: 20 hours of Seminar, 10 hours of screenings / discussion, 10 hours of Tutorial, 20 workshops, 140 hours of Self guided

### **Method Of Assessment (normally assessed as follows)**

Presentation of a small-scale 'experimental' media artefact - LO1 – LO5  
Reassessment by re-submission of the appropriate item/s of course-work

### **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** EM MED/EXP PROJ

**Date of approval by BoS** 6-Feb-2013