

# 1. MODULE SUMMARY

## Aims and Summary

The MA Prototype, Pitch Presentation module enables students to learn about the research and development process through experience. It is intended to act as a bridge between the research and development teaching in M61MC and M64MC and their own MA project; it thereby encourages students to see the achievement of a Masters project as an ongoing process. The preparation of the project outline/pitch ensures students develop their MA project ideas over a suitable period of time and within a context of academic dialogue. It allows them to evaluate the extent to which their, and others, work meets the expectations of media genres, audiences, markets and makes use of appropriate technologies processes etc. The organisation of a 'pitching'/presentation day event enables students to develop their organisational and problem-solving skills and by sharing in a peer review process students develop their critical awareness, their evaluative capabilities and their capability for self-reflection.

The event itself offers students a forum through which their ideas and projects can be shared, discussed and developed, it extend students presentation skills through the experience of a specific academic context and offers students the opportunity to develop their ability to offer constructive criticism and engage in debate around the papers.

## Module Size and credits

<b>Module size</b>	Single
<b>CATS points</b>	10.0
<b>ECTS credits</b>	5.0
<b>Open/Restricted</b>	Restricted
<b>Availability on/off campus</b>	On Campus only
<b>Total student study hours</b>	100
<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 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**

On completion of this module the student should be able to:1. Produce a proposal, prototype, or pitch, which is of a standard that meets the critical approval of their peers (students and tutors) and thereby the appropriate standards of academic scrutiny; 2.

demonstrate their ability to successfully participate in the collaborative organisation of an academic event;3. Demonstrate their ability to evaluate the academic/practical work of others at Masters level through participation in the collaborative peer review / evaluation; of academic work at Masters level;4. Present the proposal prototype or pitch for their masters project effectively in the context of an academic event; 5. Demonstrate their ability to respond effectively to peer review and criticism of their work.

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ll the above outcomes are consistent with NICAT Level descriptors

### **Indicative Content**

The nature of the material covered is determined by the subject matter, approaches, and areas of enquiry defined by the students' Masters projects

### **Teaching and Learning**

The module adopts a problem-based learning approach, which will be introduced to students at the start of the module. This will encourage students to work collaboratively, and independently in the organisation of an event at which their work is presented and peer-evaluated. They will be supported by tutors, but will themselves lead the organisation of the event, the development of evaluation criteria and feedback process

Student activity comprises: 10 hours of Seminar/workshop, 10 hours of assessed presentation, 80 hours of Self-guided

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

Individual project proposal/prototype/pitch of up to 2000 words is presented at an evaluation event, students are all required to take part in the planning organization and running of this event, as well as developing evaluation criteria developing and realizing a given brief.The intended learning outcomes will be assessed as follows

#### **Presentation**

**Proposal (100%)** LO1 LO2 LO3 LO4 LO5

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

**Special Features**Submission of a proposal prototype or pitch of up to 2000 words. This is evaluated against agreed criteria as either: • Accepted (pass)• Accepted subject to the following modifications (conditional pass), or• Not accepted until the following modifications are made (fail). The criteria for evaluation of seminar presentation papers will require the presentation to:• be of an appropriate professional/academic level - that

it meets the standards of 'M' level work; • conform to the expected academic and professional conventions and standards of the specific genre; • be on a topic, or in a field appropriate to the postgraduate seminar.

The organisation of the event and the peer review of the presentations form essential parts of the experiential/active learning character of this module and are organized by the students with support and guidance from tutors. The presentations receive pass or fail grades to address students' anxieties about affecting classification outcomes through peer evaluation. If students' presentations are required to be re-submitted with modifications the tutor assesses the re-submitted piece to ensure proper support and to avoid scheduling problems. Students are required to present at the seminar event, and acknowledge the feedback from their peers.

**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**

N/A

**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** MA PROT PIT PRES  
**Date of approval by BoS** 6-Feb-2013