

1. MODULE SUMMARY

Aims and Summary

This self-directed project provides an opportunity for Media Production students to develop and display the achievement of specialist skills at Masters level, through sustained individual work. The MA project module also provides the opportunity for creative expression and reflective evaluation for professional development. Students define specific projects in negotiation with specialist supervisors. This is developed through modules M61MC and M65MC resulting in an agreed MA proposal. A broad range of support staff will provide necessary technical guidance. Project tutors will provide detailed specialist support and advice (relating to the individual students own study area and the subject/genre of their work). Following on from M65MC students are encouraged to share their experience in group meetings with the general aim of achieving mutual support in mature reflection on issues encountered. The MA course will also have strong links with the ICE, which may enable possibilities for additional external collaboration .

Students are expected to produce either a dissertation of 12-15,000 words, or a practical project in an appropriate format/genre form, together with a shorter dissertation (up to 5000 words), on a topic, which is relevant to and enables analytical commentary and reflection upon their media practice. Both types of dissertation should take the form of a properly academically written and referenced piece of work, which follows accepted academic conventions. The topic must be worthy of a sustained in-depth inquiry. The practice project should follow accepted codes and conventions of its genre/form. The balance of the two elements will be subject to approval by the MA supervisors and will be such as to reflect appropriately the subject and the nature of the overall project.

Module Size and credits

Module size	Quintuple
CATS points	50.0
ECTS credits	25.0
Open/Restricted	Restricted
Availability on/off campus	On Campus only
Total student study hours	500
Number of weeks	14
School responsible	School of Art and Design
Academic Year	1-Aug-2014

Entry Requirements (pre-requisites and co-requisites)

Successful completion of the Postgraduate Diploma in Media Production.

Co-requisite Modules:M65MC 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

The intended learning outcomes are that, on completion of this module students should be able to:

1. Demonstrate their ability to devise, manage and complete a sustained body of independent work informed by appropriate research and scholarship, or research, scholarship and media practice.
2. Demonstrate their ability to evaluate different approaches to the analysis of a specific field of enquiry, or the production of a media object on a defined topic;
3. Demonstrate their ability to formulate and justify a strategy for undertaking an academic research project on a specific field of enquiry, or undertaking a practical project;
4. Apply suitable knowledges, skills and methods to the gathering and analysis of appropriate data;
5. Successfully analyse and interpret the context of media production, in terms of: institutions, relations of power, social formations, identities, technologies, artefacts/texts and practices, using appropriate methods;
6. Successfully undertake sustained criticism, interpretation and analysis of specified artefacts, texts, media forms, or other appropriate social and historical evidence, sources or data as part of the production of research report;
7. Demonstrate their understanding of, ability to utilize, and to ability to reflect critically upon the knowledge, theories and concepts, issues and values relevant to their chosen topic of enquiry;
8. Produce a sustained written research report (dissertation) of a standard appropriate to Masters level. Or, a written research report, which accompanies a clearly defined body of media practice work, which meets professional standards.

Indicative Content

Self-defined and self-directed study and practical work - a major project in the area of the individual student's chosen specialism/media practice.

Teaching and Learning

Student activity comprises: (Individual Tuition: 12, Guided study: 100 and Self-Directed: 388
Method Of Assessment (normally assessed as follows)

The intended learning outcomes will be assessed as follows:**Dissertation:** between 12,000 and 15,000 words including notes, references/bibliography.**OR Practice Project:**(a) Practical Project on a defined topic in a specific genre form (50%)(b) Dissertation (50%) of up to 5000 words, including notes, references/bibliography, on a clearly related topic. The intended learning outcomes are assessed as follows
Assessment items Dissertation
(100%) LO1 - LO8 OrProject
(50%) LO1 - LO8+ Dissertation Report (50%) LO1 – LO8
Re-assessment will be by re-submission of revised dissertation/portfolio.

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

Access to reserved MA HD Video Cameras over the summer period.
Access to own computer equipment is advisable, as MA production schedule is intense.

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 MED PROJ
Date of approval by BoS	6-Feb-2013