PRIFYSGOL glyndŵr UNIVERSITY

MODULE SPECIFICATION FORM

Module Title: **Creative Media Technology**	Level: 3	Credit Value: 20

Module code: CMT312	Cost Centre: GACT	JACS2 code:

Semester(s) in which to be offered: 2	With effect from: September 2013

Office use only: To be completed by AQSU:	Date approved: Sept 2013 Date revised: Sept 2014 Version no: 2

Existing/New: New	Title of module being replaced (if any): N/A

Originating Department: Creative Industries	Module Leader: Angela Ferguson

Module duration (total hours): **200** Scheduled learning & teaching hours 50 Independent study hours 150	Status: core/option/elective (identify programme where appropriate):	A core module in the Creative Industries Foundation Year

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications (including Foundation Year) BSc (Hons) Music Technology (including Foundation Year) BSc (Hons) Sound Technology (including Foundation Year) BSc (Hons) Television Production and Technology (including Foundation Year)	Pre-requisites per programme (between levels): N/A

Module Aims:

- Familiarise students with the range of creative media opportunities
- Introduce students to media production environments.
- Support students developing projects in small groups.
- To present the opportunity for students to produce a range of media products through the application of media technology.

Intended Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Skills:

1. Contribute and operate as part of a media production team.
2. Provide content and production skills to produce a media product.
3. Recognise the required technology to produce a specific media output.
4. Time manage within a team to complete media products to a schedule.

Transferable skills are embedded in the above.

Assessment:

Assessment One: Groups to present a design brief for a defined media production. To include timeline and conceptual content.

Assessment Two: Completion of creative media product that is suitable for the media market, the product to align with the design brief.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,4	Presentation	40%		15 minutes
2	2,3	Reflective Practice	60%		Match the design brief

Learning and Teaching Strategies:

The delivery of the module will include a range of teaching methods and learning styles. These include lectures, case studies, project work, presentations and tutorials; drawing on the student's experiential learning.

Syllabus outline:

The module will involve students in a media production atmosphere, this to encompass work in Radio, Recording, TV and Journalism

Indicative Syllabus
Week 1 : Module Introduction
         To cover the range of creative media outputs
Week 2 : Understanding Creative Media Technology (pre-production techniques)
Week 3 : TV Production
Week 4 : Journalism
Week 5: Audio Recording
Week 6 : Radio Production

Week 7 : Design Brief development for specific media product
Week 8 : Present design brief
Week 9 : Develop media product to brief
Week 10: Develop media product to brief
Week 11: Develop media product to brief
Week 12 Submit assessment 2

Topics to include:

Available technology
Media outlets
Social network outlets
Journalism and print based media
Radio Production how does the industry operate
TV Production
Audio Recording
Production workshops.
Health and Safety and legal obligations

Bibliography

Essential reading:

Burn, A. (2009) *Making New Media: Creative Production and Digital Literacies (New Literacies and Digital Epistemologies):* Peter Lang Publishing Inc

Other indicative reading:

Sharp, Elsa. (2009) *How to Get a Job in Television: Build Your Career from Runner to Series* Brown, M. (2013) *Producer (Professional Media Practice)*: The Guardian.

Designing Together: The Collaboration and Conflict Management Handbook for Creative Professionals : Pearson Education.

White, P. (2012) *The Producer's Manual:* Sample Magic

Coryat, K. (2009)*Guerilla Home Recording: How to Get Great Sound from Any Studio:* Hal Leonard Corporation

Websites

https://www.mediaacademywales.org

http://www.creativeskillset.org