

Module specification

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Module code	CMT616
Module title	Modern Media Delivery
Level	6
Credit value	20
Faculty	FAST
Module Leader	D.Pope
HECoS Code	100440
Cost Code	GACT

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc(Hons) Television and Production Technology	Core
BSc(Hons) Professional Sound and Video	Core

Pre-requisites

None

Breakdown of module hours

Type of Module hours	Amount
Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	08/09/2021
With effect from date	20/09/2021
Date and details of revision	
Version number	1

Module aims

This module affords students the opportunity to develop high end, professional skills in the editing and composition of contemporary digital video and multimedia.

The aim of the module is to examine and utilise traditional and innovative approaches for special effects and post- production of media. The module will use examples from film, television, music and games, replicating these through the utilisation of digital video and audio editing, synthesis and manipulation software packages.

In addition to development of an advanced practical set of skills, students will also grow a deepened understanding of digital technologies and the theories that support practical work. This is achieved by looking at the current, state of the art, and future technologies in the fields of digital media, television and broadcasting.

Extend the range of students' digital media editing skills to a professional level.

Expose students to a range of current and future technologies and allow students opportunities to evaluate these technologies for themselves.

Ground students' practical skills with a deep, solid understanding of digital manipulation theories.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Evaluate to an industry standard a range of digital media technologies and relate theory and practice.
2	Critically analyse and compare traditional and innovative methods to deliver creative media formats.
3	Utilise advanced techniques to deliver media content across various platforms.
4	Synthesise enhanced forms of video through the development and application of special effects and innovative forms of delivery.

Assessment

Indicative Assessment Tasks:

This is essentially a practical module assessed through in-course assignments. It will typically involve two assignments, each based on the development of various aspects of media, in particularly video and audio.

The coursework is an individual assignment that addresses the theoretical aspect of media development techniques and delivery, while also investigating future technologies. The group production will involve the students participating as a team, each exploiting advanced editing techniques, special effects and the development of innovative methods of delivering media.

Coursework topics will be negotiated with the module leader / tutor depending upon the nature and scale of the proposed production and how it fits the learning outcomes being assessed.

The weighting of the two assessments reflects the focus of the module being upon the development of practical, vocational and employment-relevant skills, couples with a sound

theoretical and academic understanding. Group work is used in this module to reflect the team working skills and environments students are likely to encounter in employment. As well as working on a practical production as a group students will also be required to engage with each other on an academic and discursive level.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-2	Coursework	30
2	3-4	Group Project	70

Derogations

none

Learning and Teaching Strategies

The Active Learning framework (ALF) embraces accessible, engaging and flexible approaches to learning, teaching and assessment in order that students are afforded the very best opportunities to engage actively with their learning.

- Flexible, innovative, relevant and accessible assessment and feedback practices that optimise student engagement and achievement within a healthy learning environment;
- An approach to research informed-teaching that champions active and engaged inquiry and curiosity through useful, active, applied research and scholarship.

Ref Glyndwr Staff handbook 2021

The module will be delivered to engage with ALF. The ALF model will be used to deliver asynchronous and synchronous lectures and content. The module will be delivered using an appropriate range of teaching and learning strategies applied through a mixture of formal lectures, tutorials and practical experience of working with digital audio and music, principally delivered in studios.

Formal lectures allow the delivery of technical and theoretical underpinnings of the subject whilst tutorials provide an opportunity for the student to experiment and evaluate these theories in a variety of ways; ranging from paper-based exercises to practical recording and computer-based simulation and experimentation.

Studio based labs allow practical demonstrations of audio processing software techniques and applications.

Labs are student-led and principally driven on an independent basis with support and supervision from academic staff.

Indicative Syllabus Outline

Advanced Editing
 Alpha Channels
 Motion Capture
 Three Dimensional Effects
 Interactive Media
 Online/Offline Delivery
 DVD/Blue-Ray Authoring, High Definition

Media Delivery Theory
Virtual and Augmented Reality
Three Dimensional Television
Spatial audio / surround sound
Video & image transforms
Audio analysis & transforms
Data compression
IP / Networking constraints & solutions
IPTV / Mobile TV

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

The student is not expected to read whole texts. Suitable sections will be selected by those delivering lectures.

Adobe Creative Team. (2015). Adobe Premiere Pro CC Classroom in a Book. Adobe.

Aukstakalnis, S. (2016). Practical Augmented Reality: A Guide to the technologies, Applications and Human Factors for Ar and Vr (usability). Addison Wesley.

Greenberg, J et.al. (2013). Adobe Premiere Pro Studio Techniques. Adobe. Jackson, W. (2016). Digital Video Editing Fundamentals: Apress.

Wright, S. (2010), Digital Compositing for Film and Video. Morgan Kaufmann.

Other indicative reading

Larson, L. Costantini, R. (2007). Flash Video for Professionals: Expert Techniques for Integrating Video on the Web. John Wiley & Sons.

Richter, S. (2007). Hands-On Guide to Flash Video: Web Video and Flash Media Server. Focal Press.

Mcanlis, Et.al. (2016) Understanding Compression: Data Compression for modern developers, O'Rilley.

Simpson, W. (2008), Video Over IP: IPTV, Internet Video, H.264, P2P, Web TV, and Streaming: A Complete Guide to Understanding the Technology, 2nd Edition, Focal Press.

Skidgel, J. (2007). Producing Flash CS3 Video: Techniques for Video Pros and Web Designers. Focal Press.

Wells, P. (2007). Digital Video Editing: A User's Guide. The Crowood Press Ltd.

Okun J (2020), The VES Handbook of Visual Effects. Focal Press

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative

Key Attitudes

Commitment
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication