

## Module specification

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Module Code	CMT438
Module Title	Stock Media Asset Design
Level	4
Credit value	20
Faculty	FACE
HECoS Code	100443 Media production
Cost Code	GACT
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BA (Hons) Music and Sound Production	Core
BA (Hons) Filmmaking	Core
BA (Hons) Media Production	Core

### Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	36 hrs
Placement hours	0 hrs
Guided independent study hours	0 hrs
<b>Module duration (Total hours)</b>	164 hrs

### Module aims

The content of this module is an introduction to live sound production as applied to the touring and installation sound system professional. The theory concentrates on the design and operation of medium to large-scale public address systems. It develops the student's appreciation of the key elements that are required in a high quality sound system and furnishes them with the required skills to play an active part in a live sound company or production team.

## Module Learning Outcomes

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

1	Utilise a problem-solving approach in realising a personal creative goal within the parameters of a defined task.
2	Realise a specific creative output through the synthesis and application of knowledge and skills i.e., combine domain related skills with knowledge gained in associated studies, experiences, or pursuits).
3	Specify parameters, purposes, and intentions in defining a problem or task, using appropriate terminology.
4	Evaluate your application of skills in the process of realising creative outputs.

## Assessment

Students will identify a type of media they are going to produce and also a creative theme.

Students will then be required to deliver assets that are suitable for their proposed Media Asset type which conforms to the technical standards of professional online media Publishing platforms.

Assessment comprises of two distinct elements.

- A portfolio of considered media artefact outputs which demonstrate the use of media asset production techniques and methods. The student's response will be based upon the keynote lectures and masterclasses of the Module delivery. (Artefact e.g. stock music, stock sound fx, stock image)
- A reflective report that critically evaluates their work in the context of emerging theories and trends surrounding online content production. (750 words)

The weighting of the assessments reflects the focus of the module being upon the development of practical, vocational and employment-relevant skills, coupled with a sound theoretical and academic understanding of current digital content creation processes.

This section outlines the type of assessment task the student will be expected to complete.

As part of the module. More details will be made available in the relevant academic year Module handbook.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
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1	L1- 4	Portfolio	Sound/ Music - circa 3 mins; Images - 6 quality photos; Video – circa 3 mins. Report – 750 words	100%	N/A
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## Derogations

N/A

## 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.

The module will be presented as a series of lectures linked to practical sessions with the associated equipment. Seminars will be conducted to explore the applied use of the technology.

## Welsh Elements

In collaboration with the Welsh Language Team at Wrexham University, it is planned that key terms in the degree programme and certain topic areas will be available in Welsh – whether through workshop sessions, or audio and video material, with potential expansion of such capacity.

## Indicative Syllabus Outline

Transforming your creative outputs by combining, substituting, adapting, modifying, eliminating and re-engineering.

Formally evaluating outputs of creative projects and collaborations.

Team taught sessions on the following

- Loop based stock Music Production (Music)
- Stock Sound FX pack (e.g. film or game scenarios) (Sound)
- Stock image production. (Image)
- Researching existing media production platforms in terms of asset requirements and publishing processes.

## Indicative Bibliography

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

### Essential Reads:

Students are not expected to read whole texts. Students will be guided to suitable selections based on the discipline they choose.

Aletras, A. (2018). So, you want to become a media composer? CreateSpace Independent Publishing Platform

Viers, V (2008). The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects. Michael Wiese Productions

Willet, A. (2012). Media Production: A Practical Guide to Radio & TV. Routledge.

### Other indicative reading

JAMES YOUNG (2003) A TECHNIQUE FOR PRODUCING IDEAS: MCGRAW-HILL

PROFESSIONAL - ISBN: 9780071410946

BRAIN PICKINGS - [WWW.BRAINPICKINGS.ORG](http://WWW.BRAINPICKINGS.ORG)

A MODEL OF THE CREATIVE PROCESS - [WWW.DUBBERLY.COM/CONCEPT-MAPS/CREATIVE-PROCESS.HTML](http://WWW.DUBBERLY.COM/CONCEPT-MAPS/CREATIVE-PROCESS.HTML)

TED TALKS CREATIVITY - [WWW.TED.COM/TALKS/TAGS/CREATIVITY](http://WWW.TED.COM/TALKS/TAGS/CREATIVITY)

## Administrative Information

For office use only	
Initial approval date	September 2021
With effect from date	September 2026
Date and details of revision	Revalidated 06/08/2025, updated template
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