

## Module specification

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Module code	CMT438
Module title	Stock Media Asset Design
Level	4
Credit value	20
Faculty	FAST
Module Leader	Dr Jason Woolley
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) Music and Sound Technology BSc (Hons) Television Production and Technology BSc (Hons) Professional Sound And Video BA (Hons) Media Production	Core

### Pre-requisites

None

### Breakdown of module hours

Type of Module hours	Amount
Learning and teaching hours	36 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
<b>Total active learning and teaching hours</b>	36 hrs
Placement / work based learning	hrs
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	200 hrs

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Initial approval date	September 2021
With effect from date	September 2021
Date and details of revision	

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Version number	1

## Module aims.

- To introduce students to creative practice through their own specialist environment.
- To explore the significance of creative environments as it pertains to a portfolio career in the media and communications industries.
- To define and implement parameters for learning and development in creative environments that take in career goals within the media production industries.
- To enable collaboration and communication when working on creative projects.
- To express ideas and information when carrying out set tasks, taking into account varying ways people interact with information.

## 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

### Indicative Assessment Tasks:

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 conform 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. (1000 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	Weighting (%)
1	1-4	Portfolio	100

## 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 and will be a mixture of formal lectures, tutorials and practical response sessions working in a production setting.

Formal lectures will theoretically underpin the module, whilst tutorials and masterclasses provide an opportunity for the student to experiment and evaluate these theories within their own practical disciplines.

## 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

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

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)

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)

## Employability skills – the Glyndŵr Graduate

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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

Curiosity  
Confidence  
Adaptability

### Practical Skillsets

Digital Fluency  
Leadership and Team working  
Critical Thinking  
Communication