

Module specification

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Module code	CMT440
Module title	Introduction to Podcasting
Level	4
Credit value	20
Faculty	FAST
Module Leader	Steffan Owens
HECoS Code	100222
Cost Code	GACT

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Aligned to BA (Hons) Media Production for QA and Assessment purposes	Standalone module

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
Total active learning and teaching hours	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	02/11/2021
With effect from date	02/11/2021
Date and details of revision	27/09/2023 Addition of module to the BA (Hons) Media Production programme 02/04/2026 CMAP approval to remove as a core module from BA Media Production programme from Sept 26

For office use only	
Version number	2

Module aims

The content of this module is to establish audio recording principles and content production as applied to the Podcasting medium. The practical sessions will focus the digital process of current practice and will establish key skills required for application of technology within the podcast studio and location-based recording.

The aim of the module is to establish the factors that define quality in content with regard to recording quality, deliverables and other production values. This module will deliver technical competence within the process of recording, editing and mixing. This module aims specifically to focus on the recording methods required for the various formats for Podcast production.

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

1	Evaluate different approaches to audio recording and production and choose techniques and equipment that are appropriate to each circumstance.
2	Assess various approaches to sound processing with regard to podcast format and digital production.
3	Demonstrate understanding of the procedures and techniques for producing and engineering to a professional and creative standard.

Assessment

Indicative Assessment Tasks:

1. To produce a portfolio of recordings suitable for podcasting combining various recording and editing techniques to demonstrate an understanding of the recording and production process.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-3	Portfolio	100

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.

Ref Glyndŵr 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

To include a series of interactive classes, podcasting studio technical sessions, augmented by self-learning exercises and tutorials.

The module is deliverable entirely asynchronously if desired. Students are able to use open-source software (such as Audacity) to participate in any of the recording, editing or post-production.

Indicative Syllabus Outline

Studio Essentials
Mixing Consoles.
Microphone Operation & Techniques.
Audio Manipulation.
Structuring Your Podcast.
Promos, Bumpers and Stings.
Mixing Techniques.
Editing Techniques.
Mastering Techniques.
Deliverables and Platforms.

Indicative Bibliography:

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

Essential Reads

Weldon, G. (2021) NPR's Podcast Start Up Guide: Create, Launch, and Grow a Podcast on Any Budget. Clarkson Potter/Ten Speed. (Selected Chapters)

Other indicative reading

Huber, D. (2009) Modern Recording Techniques. Focal Press.
Adobe Creative Team; Jago, M. (2018). Adobe Audition CC Classroom in a Book. Adobe Press (2019)

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative

Key Attitudes

Commitment
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Communication
Leadership & Team Working