

Module specification

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Module Code	CMT549
Module Title	Project and Platform
Level	5
Credit value	20
Faculty	FACE
HECoS Code	100443 Media production
Cost Code	GACT
Pre-requisite module	NA

Programmes in which module to be offered

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

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	10 hrs
Active learning and teaching hours total	30 hrs
Placement hours	0 hrs
Guided independent study hours	170 hrs
Module duration (Total hours)	200 hrs

Module aims

This module empowers students to design and execute a self-directed project within their chosen media format, showcasing their creative and technical skills. Students will also develop a digital platform to exhibit their work, exploring strategies for effective presentation and audience engagement.

Module Learning Outcomes

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

1	Identify and demonstrate creativity and technical skills in the production of a media project.
2	Design and integrate an effective digital platform to exhibit media content.
3	Analyse strategies for engaging and targeting specific audiences.
4	Critically evaluate the creative and technical processes involved in media production and presentation.

Assessment

Indicative Assessment Tasks:

Self-Directed Media Project and Digital Platform

Brief: Students will create a media project (e.g., short film, music/audio element(s), podcast, interactive installation, digital artwork, etc) that reflects their individual interests and skills. In parallel, they will design and develop a digital platform (e.g., website, social media campaign, online portfolio) to showcase their project and engage with a target audience.

Suggested length:

1. **Short Film / Video Project:** 3-5 minutes of content.
2. **Podcast / Audio Production:** 6-8 minutes of recorded material.
3. **Interactive Installation / Digital Artwork:** Equivalent to 8-10 hours of development work.
4. **Website / Digital Portfolio:** A functional site with at least 3-5 pages, including project showcase and audience engagement features.

Submission Requirements:

- 1) A completed media project in the chosen format.
- 2) A functional digital platform tailored to exhibiting the project effectively.
- 3) A reflective diary written at regular points throughout the module, discussing the creative and technical development of both the project and platform.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1,3	Portfolio	3-5 mins equivalent as above.	50%	N/A
2	2, 3	Coursework	Platform as above.	40%	N/A
3	4	Written Assignment	1000 words	10%	N/A

Derogations

None

Learning and Teaching Strategies

Instruction and learning are delivered through various methods, including lectures, workshops, seminars, small group tutorials, Q&A sessions and online delivery via ALF. This would include blended learning with accessible online content, prioritising flexibility and inclusivity.

Many classes are exercise-based, promoting active student engagement in their learning process. One-on-one consultations with personal tutors and the presence of regular presentations throughout the course encourages students to engage in reflective learning

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

- Planning and management of self-directed media projects.
- Development of creative ideas and technical skills in chosen media formats.
- Building a professional digital platform to showcase work effectively.
- Strategies for branding, presentation, and audience engagement.
- Evaluation of existing digital platforms used in creative industries.
- Reflection on project execution, feedback, and personal growth.

Indicative Bibliography:

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

Essential Reads

Gitner, S. (2022), *Multimedia Storytelling for Digital Communicators in a Multiplatform World*. 2nd edn. New York: Routledge

Other indicative reading

Cottrell, S., (2019), *The Study Skills Handbook*. 5th ed. London: Red Globe Press.

Jenkins, H., (2006), *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.

Lister, M., Dovey, J., Giddings, S., Grant, I. and Kelly, K., (2009), *New Media: A Critical Introduction*. 2nd ed. London: Routledge.

Administrative Information

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