

Module Code:	MCT304
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Module Title:	Studio Essentials
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Level:	3	Credit Value:	20
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Cost Centre(s):	GACT	JACS3 code:	W375
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Faculty:	Faculty Of Arts, Science And Technology (Fast)	Module Leader:	Graeme Park
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Media and Communications (with Foundation Year) SUBJECT TO VALIDATION	✓	<input type="checkbox"/>
BSc (Hons) Music Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Sound Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Television Production Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Live Sound (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Sound Design (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Radio production (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Professional Sound and Video (with Foundation Year)	✓	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval: 12/12/2018

Version no:1

With effect from: 01/09/2019

Date and details of revision:

Version no:

Module Aims

This module is designed to:

- Familiarise students with the range of creative media opportunities
- Introduce students to media production environments.
- Support students developing projects in small groups.
- To present the opportunity for students to produce a range of media products through the application of media technology.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

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

Key Skills

1	Contribute and operate as part of a production team.	KS1	KS2
		KS3	KS7
2	Provide content and production skills to produce a media product.	KS1	KS2
		KS4	KS5
		KS6	
3	Recognise the required technology to produce a specific media output and reflect on its use.	KS4	KS5
		KS7	KS9

Transferable skills and other attributes

Communication, content creation, time management, individual dependency, information assimilation, technical competency.

Derogations

None

Assessment:

Indicative Assessment Tasks:

Assessment One: Groups to present a design brief for a defined media production. To include timeline and conceptual content.

Groups will receive the same mark for the presentation, with each individual receiving different marks for each category depending on their own contribution which will be evidenced via blog entries and tutorial discussion.

Students will be marked on:

- Content Development
- Concept
- Knowledge
- Research & development
- Style/format/quality

Assessment Two: Reflective account of Assessment One in the form a video/essay/blog - equivalent (format chosen by the student).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Presentation	50	10 mins	n/a
2	3	Reflective Practice	50	n/a	1500 words (equivalent)

Learning and Teaching Strategies:

The delivery of the module will include a range of teaching methods and learning styles. These include lectures, case studies, project work, presentations and tutorials; drawing on the student's experiential learning.

Syllabus outline:

Indicative Syllabus

Week 1 : Module Introduction

To cover the range of creative media outputs

Week 2 : Understanding Creative Media Technology (pre-production techniques)

Week 3 : TV Production

Week 4 : Journalism

Week 5: Audio Recording

Week 6 : Radio Production

Week 7 : Design Brief development for specific media product

Week 8 : Present design brief

Week 9 : Develop media product to brief

Week 10: Develop media product to brief

Week 11: Develop media product to brief

Week 12 Submit assessment 2

Topics to include:

- Available technology
- Media outlets
- Social network outlets
- Journalism and print based media
- Radio Production how does the industry operate
- TV Production
- Audio Recording
- Production workshops.
- Health and Safety and legal obligations

Indicative Bibliography:

Essential reading

Burn, A. (2009) *Making New Media: Creative Production and Digital Literacies (New Literacies and Digital Epistemologies)*: Peter Lang Publishing Inc

Other indicative reading

Other indicative reading:

Sharp, Elsa. (2009) *How to Get a Job in Television: Build Your Career from Runner to Series*

Brown, M. (2013) *Producer (Professional Media Practice)*: The Guardian.

Designing Together: The Collaboration and Conflict Management Handbook for Creative Professionals : Pearson Education.

White, P. (2012) *The Producer's Manual: Sample Magic*

Coryat, K. (2009) *Guerilla Home Recording: How to Get Great Sound from Any Studio*: Hal Leonard Corporation

Websites

<https://www.mediaacademywales.org>

<http://www.creativeskillset.org>