Nottingham Trent University
Module Specification

	Basic module information	
1	Module Title:	Approaches to Media Practice
2	Module Code:	MCLT12211
3	Credit Points:	20
4	Duration:	Year Long
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	October 2011

8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or

modules that you must study simultaneously or in a subsequent academic session

Pre, Co, Post	Module Code	Module Title

9 Courses containing the module

Level	Core/Option	Mode	Code	Course Title
1	Core	FT	MCLT101	BA (H) Media with pathways
1	Core	PT	MCLT102	BA (H) Media with pathways

10 Overview and aims

This module explores the principal elements of creating time-based content - narrative, still and moving image and sound - and the practical and theoretical relationship between those elements, in work that we use everyday in our professional and domestic lives; the world of multi-platform digital media. Introduction to Media Practice will equip you with a knowledge of practical (video) production, and provide you with a solid platform from which to develop more complex and challenging practical work at Levels 1 and 2. It also looks at looks at the value of and media literacy, and how you can enhance and develop your knowledge and understanding of this and use it to maximum effect in your practical media project work. The Media Practice pathway encourages group work and independent enquiry, with a view to creating content with real meaning and impact in today's society.

The principal aims of the module are:

- To introduce a range of practical and conceptual skills in media production.

- To introduce approaches to, and the basic technical skills required for the development and production of audio visual content

- To explore the way media literacy connects with practical work

- To establish an awareness of the opportunities for the production, use and dissemination of audio visual content.

- To explore a range of personal, social and negotiating skills developed through working with other people.

- To introduce you to methods for the analysis and reflection of individual and group work

- To make connections between media practice and the historical and theoretical contexts you will study in other media modules.

11	**Module content**

The module will be delivered in four blocks. These will deal with the fundamental elements of Media Practice. Each will have two points of assessment with two elements at each point.

Block 1: Research and Writing

Block 2: Visual Culture Practice and Theory

Block 3: Introduction to Video Practice

Block 4: Theory into Practice

12	**Indicative reading**

Reading material will be provided in the form of handouts and specially produced in house training and worksheet material. The following books will also be useful for reference and are available in the library.

Dancyger, K The Technique of Film and Video Editing, Third Edition, Focal Press, 2002.
Evans, R Practical DV Filmmaking, Second Edition, Focal Press, 2006
Grove, E Raindance Producers Lab Lo-to-no Budget Filmmaking, Focal Press 2005
Holman, T Sound for Digital Video, Focal Press, 2005
Irving, D.K. and Rea, P.W. Producing and Directing the Short Film and Video, 3rd Ed, Focal Press, 2006
Lyver, D and Swainson, G. Basics of Video Lighting, Second edition, Focal Press, 2004
Millerson, G. Lighting for Video, Third Edition, Focal Press, 2004
Millerson, G Television Production, Thirteenth Edition, Focal Press, 2005
Mitchell, M. Visual Effects for Film and Television, Focal Press, 2004
Muratore, S Digital Videomaker - Guide to Digital Video and DVD Production, Third Edition, Focal Press, 2004
Musberger, Robert Single Camera Video Production, Fourth Edition, Focal Press, 2005
Simon, M Storyboards - Motion in Art, second edition, Focal Press, 2007
Thompson, R, Grammer of the Shot, Focal Press, 1998

Thompson, R Grammar of the Edit, Focal Press, 2006
Ward, P Digital Video Camerawork, Focal Press 2006
Young, R The Focal Easy Guide to Final Cut Express, Focal Press, 2004

13	**Learning outcomes**

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

After studying this module you should be able to:

- Demonstrate a level of media literacy and use it in the context of media project work.
- Use a range of basic technical skills in media production.
- Work to a brief and demonstrate an understanding of production process.
- Use a range of practical and conceptual skills in media project production which demonstrate achievement of the module's learning outcomes.
- To make connections between media practice and the historical and theoretical contexts you will study in other media modules.
- Produce work for a portfolio which will contribute to your CV in future years.
- Demonstrate an understanding of, and ability to, carry out independent research

Skills, qualities and attributes. After studying this module you should be able to:

- Demonstrate a range of personal, social and negotiating skills developed through working with other people.
- Be resourceful and self-motivated in approaching your academic work and display sound time -management skills
- Work to a tight deadline and display good project management skills.
- Work as a team to a shared purpose.

14	**Teaching and learning**

Range of modes of direct contact

This indicates the range of direct contact teaching and learning methods used on this module,

e.g. lectures, seminars

The module will be taught interactively, incorporating elements of lecture, screening, seminar, workshop and smaller group/individual discussion as appropriate to group size and teaching personnel.

Total contact hours: 50

Range of other learning methods	
This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research	
Research and independent study is a crucial part of the education process at HE level, and you will be expected, through directed learning, to develop both independent and group exercises and assignments outside of the class.	
The Media Projects Technician will be available at set times to instruct and train small groups in the use of hardware and software. Whenever possible, he will also be available to assist with technical aspects of project development and delivery in the MP Labs.	
Total non-contact hours:	150

15	**Assessment methods**			
	This indicates the type and weighting of assessment elements in the module			
	<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
	1	100%	Portfolio	
	Diagnostic/formative assessment			
	This indicates if there are any assessments that do not contribute directly to the final module mark			
	Participation and engagement in seminar work, workshops and presentations on a group and an individual basis.			
	Further information on assessment			
	This section provides further information on the module's assessment where appropriate			

	Document management	
16	Module Title:	Approaches to Media Practice
17	Module Code:	MCLT12211
18	Subject (JACS) Code	P300
19	Cost Centre	145
20	School:	AAH
21	Academic Team	ECM
22	Campus	2 (Clifton)

23	Other institutions providing teaching	*Please complete in box 23 a-d - if applicable*	
		Institution	%
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU		
23b	Other public organisation in the UK- Percentage not taught by NTU		
23c	Other private organisation in the UK - Percentage not taught by NTU		
23d	Any other Non-UK organisation - Percentage not taught by NTU		
24	Date this version was formally approved by SASQC/DAG:		