

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	Media Practice in the Workplace
2	Module Code:	MCLT30212
3	Credit Points:	20
4	Duration:	Year Long
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2014

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

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	SOCT20807	Working with the Media

9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
		FT	MCLT101	BA (H) Media
		PT	MCLT102	BA (H) Media

10 Overview and aims

Media Practice in the Workplace follows on from the second year module SOCT208 *Working With the Media*, which examined careers in the broad area of media, communications and the creative industry. This module focuses specifically on the area of media practice in the workplace. Media Practice covers any area of practical media that can be applied to the workplace and this includes video work, but also areas of web, photography, radio and social media. It will focus on a broad range of careers (not just those in the media and creative sector) which might involve a significant amount of media practice skill and knowledge. The module would be best taken by students who have been engaged in some media practice during their degree programme, and who aspire to a career that would encompass media practice in some way. It is partly a hands-on module that gives you the opportunity to start your careers search in a career that involves media practice. It aims to give you some of the practical skills, knowledge and tools to equip you for beginning that search.

11 Module content

The module will begin with a lecture series that will outline the different career areas that could include media practice. It will focus on the range of careers options available and case studies of career paths which might benefit from media practice experience and knowledge. It will include an overview of the history and development of the place of media practice in the workplace and case studies and presentations by ex-students sharing their experience of careers in media practice will be included. The focus will be on a broad range of areas where media practice is valued, not just in the creative and media sector. Career routes in teaching and youth work, independent production, community media and communications, PR, events management, art therapy, the voluntary and charity sector, with NGOs and local authorities will be examined as well as the more traditional sites of media practice. You will use the lecture series as the basis of a report on a career area of your choice that involves an element of media practice. This will result in a report (coursework element 1) to include a case study, possibly some work experience in the chosen area, an examination of the access routes to the career in question and information on skills and attributes required. This could also include a mock application for a job in the chosen area.

The rest of the module will offer a series of lectures and workshops to give you the opportunity to start to identify the transferable skills gained on your Degree so far and to present these in a form that can be used to enhance your employability. It will involve the production of 'outward-facing' materials in the form of a portfolio (coursework element 2) that can be used when applying for media practice based jobs. This will involve you in developing a website, a blog, a Linked-in profile, a Showreel of media practice work and a digital CV. Workshops covering the necessary technical skills, training and software support will form part of the module.

12 Indicative reading

- A Blog (based on NOW) run by the Module Leader will alert you to a wide range of material to help you focus on media practice careers. This will include information about employment opportunities, showcases, competitions and festivals for showing your work and opportunities for work experience.
- Hesmondhalgh, D. (2002) *The Cultural Industries: An Introduction*. London, Sage.
- Gibson, J. ed. (2008) *Media 08 – The Essential Guide to the Changing Media Landscape*. Guardian Books.
- Llewellyn, S and Walker, S. (2005) *A Career Handbook for TV, Radio, Film, Video and Interactive Media (Professional Media Practice)*. A&C Black Pub.

www.ideastap.com (a website for supporting young people into the media and creative industry)

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:

<ul style="list-style-type: none"> • Knowledge of the breadth of the employment market in Media Practice and an overview of the many career areas you could pursue • An understanding of what your future career path might look like and begin to think about how you might access it <p>An understanding of the need to adapt your careers search to incorporate digital communications and understanding the importance of having a professional digital presence</p>
Skills, qualities and attributes. After studying this module you should be able to:
<ul style="list-style-type: none"> • Produce a good quality digital CV, website, media practice showreel and professional network profile that can be used to support future job applications • An ability to analyse key skills and identify transferrable skills and use these in job applications • Have confidence in carrying out a wide range careers searches and knowing where to look for the sorts of jobs in Media Practice that you aspire to

14 Teaching and learning
<p><i>Range of modes of direct contact</i></p> <p>This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars</p>
<p>This module is delivered through a series of lectures, workshops and tutorials.</p>
<p>Total contact hours: 39</p>
<p><i>Range of other learning methods</i></p> <p>This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research</p>
<p>Most of the workshops are designed to provide a springboard to your course work and there is an expectation that you will supplement this with independent study, typically through accessing the NTU Careers Service and work experience. You may also access the Media Practice resources for the production of digital careers materials. The module will make use of e-learning and much use is made of the University's Virtual Learning Portal (NOW) for the delivery of directed learning.</p>
<p>Total non-contact hours: 161</p>

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	30% Report Report / Case Study on a career in the area of Media

Practice that is of interest to the student.			
2	70%	Portfolio	A Digital portfolio (website, blog, LinkedIn profile, digital CV) to support your careers search.
Diagnostic/formative assessment This indicates if there are any assessments that do not contribute directly to the final module mark			
Further information on assessment This section provides further information on the module's assessment where appropriate			

Document management			
16	Module Title:	Media Practice in the Workplace	
17	Module Code:	MCLT30212	
18	Subject (JACS) Code		
19	Cost Centre		
20	School:		
21	Academic Team		
22	Campus		
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>	
		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:		