

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	Advanced Media Practice
2	Module Code:	MCLT32508
3	Credit Points:	20
4	Duration:	Year Long
5	School:	Art 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	23412	Client Led Media Practice

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
		FT	HUMA007	BA (H) Communication & Society and Media
		FT	HUMA015	BA (H) English and Media
		FT	HUMA022	BA (H) European Studies and Media
		FT	HUMA032	BA (H) Global Studies and Media
		FT	HUMA037	BA (H) History and Media
		FT	HUMA041	BA (H) Linguistics and Media
		FT	HUMA044	BA (H) Media and Philosophy
		FT	HUMA047	BA (H) Media and Film & TV
		SW	MODL013	BA (H) French and Media

10 Overview and aims

Advanced Media Practice focuses on group media project work for and with the 'third sector' (i.e. local not-for-profit organisations such as charities, community and voluntary groups and local government departments) rather than with commercial organisations. Examples of such brief providing organisations are NSPCC Childline, Victim Support, social housing homelessness charities like Framework, mental health charities, local schools and voluntary groups and council departments. The module provides the opportunity to work to a live brief with such organisations, typically through the production of a video or other media text (a Facebook page or a web site for example) that will be of real use to that organisation.

Whilst we do not impose specific vocational aims, this module aims to equip you with a range of intellectual and communicative skills appropriate to a very wide range of careers. Through the project work you will get the opportunity for skills sharing with the staff and service users of the organisations you will work with so you will get a glimpse into their professional life and the issues that are of concern to them. They will also benefit from you sharing your media skills with them. It will help you further develop your skills base and will contribute to a varied portfolio of project work that enhances your employability, your CV and your Showreel / Portfolio. The experience offered by the 'placement media projects' that you will be engaged in on this module will help open up areas of the media and creative industries jobs market which you may not have considered previously. The area of media production within the third sector is an expanding one (especially given the increased accessibility of media technology), and the area of community access media is fast becoming mainstream with the advent of the Community Channel, mainstream media organisations' focus on their regions and the appropriation of the internet as a tool for access by diverse communities. There are also many areas of local government and the like who are increasingly using video, social networking and the internet, which is another potential career area.

The module will also give you the opportunity to reflect critically on your own media practices in a deeper way than in previous Media Practices modules. It will encourage you to make connections between media theory covered elsewhere and your own practice. This is through an individual essay based on the experience of the project. Such reflection and report writing skills will be valuable to you in the jobs market.

11 Module content

The module will involve you in working in a production team to produce a video (or similar) which is briefed by an external third sector organisation. You will be required to work closely with the brief provider and there will be production meetings outside of university throughout the module.

The first term will involve you in pre-production work, getting to know about the organisation or issue you are working with and researching and developing the project (research, scripting, storyboarding, test shots etc). This will lead to a pitch you will present to your tutor, brief provider and your peers and followed by the preparation of shooting schedules and scripts.

Term two will involve you in the production of the project (the filming and editing) and having it 'signed-off' by your brief provider. The brief provider will complete an evaluation of the resulting product and the production team. You will hand in the final copy along with all of your production admin materials (in the form of a Production Log).

Term three will involve you in post-production work (screening, packaging and distribution of the final project) and working on an individual critical analysis and reflection essay. You will also have the opportunity to add the project to your Showreel and obtain references and testimonials from your brief provider during this time.

The module will culminate in an annual Module Showcase to which all the brief providers and participants in the projects are invited. Awards for best project, best group work, and best work for project brief providers are presented at this event. The awards will be judged by a panel including the sponsors of the projects, graduates of your Degree and current 2nd year Media Practice students. The Showcase will be followed by a buffet and a chance to network and celebrate your achievements. Often the brief providing organisation will arrange a separate screening and celebration of the project too and it will be up-loaded to the organisations website and screened to its intended audience.

12 Indicative reading

Evans, Russell, (2006) *Practical DV Filmmaking*. Focal Press.

Grove, Elliot, (2004) *Raindance Producers' Lo-To-No Budget Filmmaking*. Focal Press.

Irving, David K., and Rea, Peter W., (2010) *Producing and Directing the Short Film and Video*. Focal Press.

Millerson, Gerald, and Owens, Jim, (2009) *Television Production*. Focal Production.

A Blog run by the module leader (through NOW) will keep you up to date with details of showcases, competitions and employment opportunities that may be of use to you during the course of the Module.

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:

- An understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference.
- An understanding of professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes.
- An understanding of how disability, class, ethnicity, gender, nationality, sexuality, and other social divisions play key roles in terms of both access to the media and modes of representation in media texts.
- An understanding of the ways in which participatory access to the central sites of public culture and communication is distributed along axes of social division such as disability, class, ethnicity, gender, nationality, and sexuality

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

- Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.
- Apply entrepreneurial team work skills in dealing with audiences, clients, consumers, markets, sources and/or users.
- Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms.
- Explore matters which may be new and emerging, drawing upon a variety of personal skills and upon a variety of academic and non-academic sources.
- Analyse the role which community and participatory media forms may play in contributing to cultural debate and contesting social power.

14	<p>Teaching and learning</p> <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>You will experience a wide range of teaching and learning methods on this module. The module will offer the opportunity for interactive work with other students, typically in seminar, small group or skills workshop contexts. There is less emphasis on technical skills acquisition at this level as it is assumed that you have been fully trained in all the skills needed in previous years, but provision is made if needed.</p> <p>The module will rely less on lectures to the whole module and more on seminars which will usually involve group project development exercises and activities. There will be an element of individual tutorial contact which can focus on production / project advice or technical skills help.</p> <p>Much of the work will be based on teamwork but there will be an individual written element too. Self and peer assessment will be used to differentiate grades between different students in the project teams.</p> <p>Learning and teaching strategies will be geared towards some of the following learning processes:</p> <ul style="list-style-type: none">• awareness raising and knowledge acquisition: the process through which a student is introduced to and engages with new areas of knowledge and experience, and broadens and deepens existing knowledge;• conceptual and critical understanding: the process whereby a student engages in critical analysis of texts, fields of knowledge, concepts, and cultural and production practices, testing their analysis against received understandings and practices;• practice experience: the process through which a student acquires practical experience, skills and the opportunity for creative expression and/or thinking in a range of activities, from empirical research to production work, and receives and gives feedback on their performance;• critical reflection: the process through which a student reflects on new knowledges and understandings, and on their own learning experiences and performance, and acquires new awareness and understandings. <p>Total contact hours: 52</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 seminars 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 Media Practices workshop rooms and facilities. These are accessible from 9-5 every week-day. There will be time spent off-campus too with the brief providing organisation. The module will make use of e-learning and much use is made of the University's NOW for the delivery of directed learning.</p> <p>Total non-contact hours: 148</p>				
15	<p>Assessment methods</p> <p>This indicates the type and weighting of assessment elements in the module</p> <table><tr><td><u>Element number</u></td><td><u>Weighting</u></td><td><u>Type</u></td><td><u>Description</u></td></tr></table>	<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
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1	70%	Coursework	Project: Group Media Product and Production Log
2	30%	Coursework	Individual Critical Analysis and Reflection
Diagnostic/formative assessment This indicates if there are any assessments that do not contribute directly to the final module mark			
As part of the two elements of coursework required for this module there will be other forms of diagnostic/formative assessment throughout the year. These will usually be the result of directed learning and seminar work. They will include analyses of video material; reviews and reports; group presentations and pitches; diaries; profiling activities; assessment (peer and self) activities; individual and group project reports and group project tutorials.			
Further information on assessment This section provides further information on the module's assessment where appropriate Assessment criteria for the product (video or other) resulting from the project will be made explicit at the start and will focus on the following areas: The idea, the form, the content, project management, research management, and audience and market. You will be participants in the assessment process through strategies such as the group critique and critical self- and peer-evaluation. Individual work will be assessed in terms of critical analysis and reflection on the process and product of the project, making links between wider media theory and practice and contextualising the experience within the media and creative industry as a potential career route.			

Document management			
16	Module Title:	Advanced Media Practice	
17	Module Code:	MCLT32508	
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		

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| 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: | |