

Nottingham Trent University

Module Specification

| | Basic module information | |
|---|--|---------------------|
| 1 | Module Title: | Advanced Multimedia |
| 2 | Module Code: | MCLT33908 |
| 3 | Credit Points: | 20 |
| 4 | Duration: | Year Long |
| 5 | School: | Arts and Humanities |
| 6 | Campus: | Clifton |
| 7 | Date this version first approved to run: | Oct 2008 |

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 | MCLT12211 | Approaches to 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 |

10 Overview and aims

Advanced Multimedia, part of the Media Practice portfolio, offers a complementary approach to the development and production of digital media content.

The Internet continues to develop apace and is now seen as the most important method of delivering multimedia information. From individual blogs and webcasts, search-engines and databases, social networking and user programmable sites, wikis to virtual worlds, the Web is used in every walk of life for almost every kind of purpose.

Continuing from the work in Intermediate Multimedia, this Advanced module will explore the practice and theory of 'live', online delivery of interactive digital content. You will engage in discourse and analysis of the different facets of development, production and distribution, and through enhanced production skills, and the use of

professional equipment and software, you will produce a 'live' digital interactive multimedia text for the Web.

This module will provide you with an understanding of how, and by whom, the Internet is used – provider and user – and equip you with the method, and technical ability to structure and deliver complex information over the internet.

Distinctive amongst the aims of this level 3 module are:

- Advanced technical and production skills training in multimedia production which will involve more in-depth technical skills and also production for new media forms e.g. blogging, and web sites.
- A requirement to produce a 'real' multimedia project (CD Rom / web site) which will have a real use and audience.
- To encourage critical reflection on individual media practices and to critically analyse material produced.
- To comprehend the connections between media theory and practice.
- The production of advanced digital content for a portfolio.

11 Module content

This module offers advanced creative, technical and production skills in multimedia production dealing with the production and delivery of 'live' online digital content.

The various 'live' platforms for the delivery of digital content, 3G (mobile), the internet and digital broadcasting, will be studied. The structure and form of those platforms, Web2, user interactive and participatory, will be examined and appraised.

The technology and software used in this module will be similar to that used by professionals in the media production sector. Working in small groups, a multimedia text will be produced from concept to completion. This text, designed to be delivered 'live' on the web, will include audio-visual digital content ready from streaming.

There is also an element of individual work required on the module, which will involve critical analysis and reflection skills

12 Indicative reading

Multi-media : video - installation - performance / Nick Kaye.

London : Routledge, 2007.

The non-designer's Web book : an easy guide to creating, designing, and posting your own Web site / Robin Williams & John Tollett.; Berkeley, Calif. : Peachpit

Press, c2006.

Writing for multimedia and the Web : a practical guide to content development for interactive media / Timothy Garrand.
Amsterdam ; Oxford : Focal, 2006.

The web collection revealed : Adobe Dreamweaver CS3, Flash CS3, and Photoshop CS3 / Sherry Bishop, Jim Shuman & Elizabeth Eisner Reding. Boston, Mass.
: Thomson Course Technology, 2008.

Creating a web page in Dreamweaver CS3 / Nolan Hester.
Berkeley, Calif. : Peachpit ; London : Pearson Education (distributor), 2007.

Texts and online tutorials will be made available via links on the virtual learning interface NOW.

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:

This module builds on the knowledge and understanding gained at level 2 in Intermediate Multimedia. Some of these areas will be similar but of a higher order, others will be new to you. At the end of this module, you will have knowledge and understanding of the following in relation to multimedia production.

- An advanced greater understanding of the audio, visual and verbal conventions through which sounds, images and words make meaning.
- a detailed understanding of the ways in which people engage with cultural texts and practices and make meaning from them.
- an understanding of the historical evolution of particular genres, aesthetic traditions and forms, and of their current characteristics and possible future developments.
- an advanced 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.
- a greater knowledge of particular media forms and genres and the way in which they organise understandings, meanings and affects.
- further understand of the role of technology in terms of media production, access and use.
- An advanced deeper understanding of your own creative processes and practice through engagement in production practice.

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| Skills, qualities and attributes. After studying this module you should be able to: |
| <p>By the end of this module you will have acquired the following new skills and qualities in relation to multimedia production. Again, this module intends to build on Intermediate Multimedia. You will be able to:</p> <ul style="list-style-type: none"> • deliver a variety of complex briefs and project work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach. • produce advanced work which demonstrates the effective manipulation of sound, image and/or the written word. • utilise effectively relevant technical concepts and theories. • 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. • utilise a range of research skills, for example research into potential audiences, markets or consumption contexts, as a production tool. • manage time, personnel and resources effectively, by drawing on planning and organisational skills. • be proactive, adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms. • produce work which demonstrates an advanced understanding of media forms and structures, audiences and specific communication registers. • experiment, as appropriate, with forms, conventions, languages, techniques and practices. • work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity. • gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively. |

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| <p>14 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>The module will offer you the opportunity for interactive work with other students, typically in small group or skills workshop contexts. It will also involve you in more advanced technical multimedia production and skills acquisition.</p> <p>The module is delivered through a series of lectures to the whole module, where more advanced media literacy and production skills will be covered. Workshops are reserved for technical skills acquisition which will usually be delivered to small</p> |

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| groups. There will be an element of individual tutorial contact which can focus on production / project advice and support of individual student work (project tutorials) or technical skills help (technical tutorials). | |
| Total contact hours: | 39 |
| <i>Range of other learning methods</i> This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research | |
| Most of the lectures, seminars and workshops are designed to provide you with 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. The module will make use of Virtual Learning Portal NOW for the delivery of directed learning, lecture notes and links to other resources. Total non-contact hours: | |
| | 161 |

| 15 Assessment methods This indicates the type and weighting of assessment elements in the module <table> <tr> <th><u>Element number</u></th><th><u>Weighting</u></th><th><u>Type</u></th><th><u>Description</u></th></tr> <tr> <td>1</td><td>70%</td><td>Coursework</td><td>Group Multimedia Production and Production Log.</td></tr> <tr> <td>2</td><td>30%</td><td>Coursework</td><td>Individual Critical Analysis / reflection of production.</td></tr> </table> | | | | <u>Element number</u> | <u>Weighting</u> | <u>Type</u> | <u>Description</u> | 1 | 70% | Coursework | Group Multimedia Production and Production Log. | 2 | 30% | Coursework | Individual Critical Analysis / reflection of production. |
|--|------------------|-------------|--|-----------------------|------------------|-------------|--------------------|---|-----|------------|---|---|-----|------------|--|
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| 1 | 70% | Coursework | Group Multimedia Production and Production Log. | | | | | | | | | | | | |
| 2 | 30% | Coursework | Individual Critical Analysis / reflection of production. | | | | | | | | | | | | |
| 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 course work 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 workshop work. | | | | | | | | | | | | | | | |
| Further information on assessment This section provides further information on the module's assessment where appropriate The group multimedia project, the design and production of a 'live' digital multimedia text for the web, will be developed and assessed at various stages throughout the year. Assessment criteria will be made explicit at the start of the project and will focus on the following areas: the idea, the form, the content, project management, | | | | | | | | | | | | | | | |

and research.

The individual critical analysis and reflection, which takes the form of an essay, will look at the development of the idea, production and context of the group project, making links between wider media theory and practice.

You will also be participants in the formal assessment process through strategies such as the group crit sessions and critical self- and peer-evaluation and assessment exercises and activities.

Document management

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| 16 | Module Title: | Advanced Multimedia | |
| 17 | Module Code: | MCLT33908 | |
| 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: | | |