Wrexham glyndŵr UNIVERSITY

MODULE SPECIFICATION PROFORMA

Module Title:	Modern Media	**Level**:	6	**Credit Value**:	20

Module code:	CMT607	**Is this a new module?**	Yes	**Code of module being replaced**:	COM615

Cost Centre:	GACT	**JACS3 code**:	W614

Trimester(s) in which to be offered:	2	**With effect from:**	September 16

School:	Creative Arts	**Module Leader:**	Steve Davies

Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Television Production and Technology	✓	☐
BSc (Hons) Professional Sound and Video	✓	☐
	☐	☐

Pre-requisites
None

Office use only
Initial approval August 16
APSC approval of modification *Enter date of approval* Version 1
Have any derogations received SQC approval? Yes ☐ No ✓

Module Aims
This module affords students the opportunity to develop high end, professional skills in the editing and composition of contemporary digital video and multimedia. The aim of the module is to examine and utilise traditional and innovative approaches for special effects and post-production of media. The module will use examples from film, television, music and games, replicating these through the utilisation of digital video and audio editing, synthesis and manipulation software packages. In addition to development of an advanced practical set of skills, students will also grow a deepened understanding of digital technologies and the theories that support practical work. This is achieved by looking at the current, state of the art, and future technologies in the fields of digital media, television and broadcasting. The module aims to: Extend the range of students' digital media editing skills to a professional level Expose students to a range of current and future technologies and allow students opportunities to evaluate these technologies for themselves Ground students' practical skills with a deep, solid understanding of digital manipulation theories.

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	Evaluate a range of digital media technologies and relate theory and practice	KS10	KS6
		KS8	
2	Critically analyse and compare traditional and innovative methods to deliver media	KS5	KS10
		KS8	
3	Utilise advanced techniques to deliver media content across various platforms	KS10	
		KS6	

4	Synthesise enhanced forms of video through the development and application of special effects and innovative forms of delivery	KS2	KS10
		KS8	
Transferable/key skills and other attributes			

Derogations
None

Assessment:

This is essentially a practical module assessed through in-course assignments. It will typically involve two assignments, each based on the development of various aspects of media, in particularly video and audio.

The coursework is an individual assignment that addresses the theoretical aspect of media development techniques and delivery, while also investigating future technologies. The *group production* will involve the students participating as a team, each exploiting advanced editing techniques, special effects and the development of innovative methods of delivering media.

Coursework topics will be negotiated with the module leader / tutor depending upon the nature and scale of the proposed production and how it fits the learning outcomes being assessed.

The weighting of the two assessments reflects the focus of the module being upon the development of practical, vocational and employment-relevant skills, couples with a sound theoretical and academic understanding. Group work is used in this module to reflect the team working skills and environments students are likely to encounter in employment. As well as working on a practical production as a group students will also be required to engage with each other on an academic and discursive level.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Coursework	30%		2500
2	3, 4	Group Project	70%		

Learning and Teaching Strategies:
The module will be delivered through a mixture of formal lectures, tutorials and practical experience of working with digital audio and music, principally delivered in labs.

Formal lectures allow the delivery of technical and theoretical underpinnings of the subject whilst tutorials provide an opportunity for the student to experiment and evaluate these theories in a variety of ways; ranging from paper-based exercises to practical recording and computer-based simulation and experimentation.
Labs allow practical demonstrations of audio processing software techniques and applications. Labs are student-led and principally driven on an independent basis with support and supervision from academic staff.

Syllabus outline:

Advanced Editing

- Alpha Channels
- Motion Capture
- Three Dimensional Effects
- Interactive Media
- Online/Offline Delivery
- DVD/Blue-Ray Authoring, High Definition

Media Delivery Theory

- Virtual and Augmented Reality
- Three Dimensional Television
- Spatial audio / surround sound
- Video & image transforms
- Audio analysis & transforms
- Data compression
- IP / Networking constraints & solutions
- IPTV / Mobile TV

Bibliography:

Essential reading

Adobe Creative Team. (2015). Adobe Premiere Pro CC Classroom in a Book. Adobe.

Aukstakalnis,S. (2016). Practical Augmented Reality: A Guide to the technologies, Applications and Human Factors for Ar and Vr (usability). Addison Wesley.
Greenberg,J et.al. (2013). Adobe Premiere Pro Studio Techniques. Adobe.
Jackson,W. (2016). Digital Video Editing Fundamentals: Apress.

Other indicative reading

Larson, L. Costantini, R. (2007). Flash Video for Professionals: Expert Techniques for Integrating Video on the Web. John Wiley & Sons.
Richter, S. (2007). Hands-On Guide to Flash Video: Web Video and Flash Media Server. Focal Press.
Mcanlis. Et,al. (2016) Understanding Compression: Data Compression for modern developers, O'Rilley.

Simpson, W. (2008), Video Over IP: IPTV, Internet Video, H.264, P2P, Web TV, and Streaming: A Complete Guide to Understanding the Technology, 2nd Edition, Focal Press.
Skidgel, J. (2007). Producing Flash CS3 Video: Techniques for Video Pros and Web Designers. Focal Press.
Wells, P. (2007). Digital Video Editing: A User's Guide. The Crowood Press Ltd.