

Module specification

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Module code	CMT613
Module title	Emergent Media Techniques
Level	6
Credit value	20
Faculty	FAST
Module Leader	Dan Pope
HECoS Code	100443
Cost Code	GACT

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc(Hons) Television and Production Technology BA (Hons) Media Production	Core

Pre-requisites

None

Breakdown of module hours

Type of Module hours	Amount
Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	08/09/2021
With effect from date	20/09/2021
Date and details of revision	
Version number	1

Module aims

The module is designed to allow students to identify, critically examine and debate a range of current and social issues in media and television, such as the implications of new technologies on those working in the industry and those in the audience, and in so doing develop a critical awareness of the impact of current and emerging technology and production techniques. It will enable students to gain a broad general knowledge of some current research and developing areas and their application in industry. Students will consider the moral and ethical impact of these developments and be able to confidently explain and assess the value of these technologies.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Identify, critically analyse, and debate current issues in media production or television technology.
2	Describe emergent technologies and production techniques at various stages of development.
3	Devise evaluations based upon an analysis of existing and emergent technologies and production techniques.
4	Make informed judgements regarding the directions taken by various aspects of media production or television in the short, medium and long term future.

Assessment

Indicative Assessment Tasks:

Students will normally work in small groups. Students will select a range of appropriate technologies in the field and produce infomercial/mini-documentary piece detailing, evaluating and contrasting technologies. As part of the development process, each group will be expected to hold a seminar for other students on the module. (20mins + 10 mins for question and discussion).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-4	Coursework	100

Derogations

None

Learning and Teaching Strategies

The Active Learning framework (ALF) embraces accessible, engaging and flexible approaches to learning, teaching and assessment in order that students are afforded the very best opportunities to engage actively with their learning.

- Flexible, innovative, relevant and accessible assessment and feedback practices that optimise student engagement and achievement within a healthy learning environment;
- An approach to research informed-teaching that champions active and engaged inquiry and curiosity through useful, active, applied research and scholarship.

Ref Glyndŵr Staff handbook 2021

The module will be delivered to engage with ALF. The ALF model will be used to deliver asynchronous and synchronous lectures and content. The module will be delivered using an appropriate range of teaching and learning strategies.

Module content is delivered primarily through a series of key, guest lectures and a student-led seminar programme. These will be supported by key workshops and/or master classes, where appropriate. Industrial contacts will be used wherever possible to contribute to the guest lecture series.

Use of the University's VLE is made to encourage dialogue and discussion between students, using the online forum. The VLE will also be used to ensure that up-to-date information can be provided to students 'year-on-year and ensures that reading lists and other sources are up-to-date.

Indicative Syllabus Outline

The module is largely student-led and focuses upon contemporary developments in the field. The purpose of the module is to provide students with knowledge and understanding of emerging and future developments in the field of media production and television. The syllabus will be reviewed regularly, therefore the following should be treated as indicative and not a rigid schedule of content:

Digital new media for entertainment.

High Definition Formats.

Automation and assistive technology for production.

Mixed, augmented and virtual reality systems for entertainment.

Data compression techniques.

New genres of entertainment technology.

Interactive television and broadcasting.

On-demand services.

Media server technology.

Editing techniques.

Interactive art and entertainment.

IPTV & Mobile TV

3D TV

Immersive sound/ wave-field/ ambisonics

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

The student is not expected to read whole texts. Suitable sections will be selected by those delivering lectures.

Lugmayr, A. Niiranen, S. & Kalli, S. (2011) Digital Interactive TV and Metadata; Future Broadcast Multimedia. Springer, NY, USA.

Simson, W. (2008) Video Over IP: IPTV Internet Video, H.264, P2P, Web TV, and Streaming: A complete Guide to Understanding the Technology, 2ndEd. Focal Press.

Other indicative reading

None

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication