

## Module specification

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Module Code	CMT704
Module Title	Digital Media Techniques (Screen)
Level	7
Credit value	30
Faculty	FAST
HECoS Code	100440
Cost Code	GACT

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MA Creative Media Production (Screen)	Core to the MA Creative Media Production (Screen) pathway only

## Pre-requisites

N/A

## Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	7 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>31 hrs</b>
Placement / work-based learning	0 hrs
Guided independent study	169 hrs
<b>Module duration (total hours)</b>	<b>300 hrs</b>

<b>For office use only</b>	
Initial approval date	25 <sup>th</sup> July 2022
With effect from date	January 2023

<b>For office use only</b>	
Date and details of revision	
Version number	1

## Module aims

This module explores advanced opportunities for interactive narrative and its application to the creation of original digital media across numerous digital platforms.

This module will enhance and develop the skill set and concepts of using the computer as a generative tool to enable creation of user-driven narrative outcomes. The student will develop a knowledge of advanced narrative structures created by computer applications and will be capable of applying advanced visual narrative research. The student will investigate novel methods of content production and gain an enhanced ability to programme modern editorial outputs.

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

1	Critically analyse approaches to digital storytelling for screen that use computer programming techniques
2	Identify advanced interactive narrative strategies that can support the realisation of digital media production output in the area of screen
3	Employ systematic visual coding strategies to create tools for user-driven screen storytelling in order to support digital media production activities
4	Evaluate specialist interactive narrative techniques and strategies in the context of screen for digital media production

## Assessment

Indicative Assessment Tasks:

Students will use advanced IT and filmmaking skills to create a user-driven digital media activity.

The use of visual programming software (e.g., MAX MSP/JITTER) will allow the students to host their media and allow them to control the permutations in the narrative structure of the overall piece. Students will be expected to submit the media and software patch they have created as supporting materials to the module assessment process but will be assessed via an oral presentation.

In the presentation students will be required to demonstrate in the context of their chosen media activity.

The presentation will be circa 20 minutes and will allow for students to give a thorough demonstration and explanation of their response to the assessment brief.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	All	Presentation	100

## Derogations

None

## Learning and Teaching Strategies

Through a series of online and face to face lectures and seminars, students will develop knowledge in screen media manipulation and processing. This will be applied to the application of screen techniques for Media artefacts. Visual Processing techniques will be taught through direct and guided engagement with IT coding platforms for screen media and by exploring digital techniques for broadcast processes. The initial part of the lecture series will be co-taught with Sound and Music pathway students and will afford students the opportunity to learn something of each other's practice, and support future collaborative dialogue. The lecture series will be supported with additional practical support workshops and one to one supervision to support the development of student work. The module will support an Active Learning Framework (ALF) aligned student experience through the incorporation of a range of synchronous and asynchronous teaching and learning activities and associated materials.

## Indicative Syllabus Outline

- Review or introduction for the use of MAXMSP and its application to non-linear storytelling
- Development of narrative manipulation interfaces.
- Implementation of user-driven or randomised scene selection
- Software presentation delivery and development
- In-depth study of digital media artefacts, exploring interactive narrative
- Analysis of current media consumption trends
- Study of advanced visual storytelling theory and techniques
- Study of colour grading software and techniques and its application in reinforcing narrative tone in screen media production

## Indicative Bibliography:

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

### Essential Reads

McErlean, K. (2018). *Interactive Narratives and Transmedia Storytelling: Creating Immersive Stories Across New Media Platforms*. United Kingdom: Taylor & Francis.

### Other indicative reading

[www.Cycling74.com](http://www.Cycling74.com)

[www.academic.oup.com/screen](http://www.academic.oup.com/screen)

## **Employability skills – the Glyndŵr Graduate**

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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  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication