

## MODULE SPECIFICATION FORM

Module Title: <b>Personal Project</b>	Level: 3	Credit Value: 20
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Module code: HUM322	Cost Centre: GACT	JACS2 code: N/A
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Semester(s) in which to be offered: <b>2</b>	With effect from: <b>September 2014</b>
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<b>Office use only:</b> To be completed by AQSU:	Date approved: Sept 2014
	Date revised: -
	Version no: 1

Existing/New: New	Title of module being replaced (if any): N/A
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Originating Academic area: <b>Creative Industries</b>	Module Leader: Stephen Kenyon
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Module duration (total hours): 200 Scheduled learning & teaching hours (Mentoring) : 50 Independent study hours 150	Status: core/option/elective (identify programme where appropriate): A common module in the Creative Industries Foundation Year
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Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications (including Foundation Year) BSc (Hons) Music Technology (including Foundation Year) BSc (Hons) Sound Technology (including Foundation Year) BSc (Hons) Television Production and Technology (including Foundation Year)	Pre-requisites per programme (between levels): N/A
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### **Module Aims.**

This is a module designed to interweave;

- Content
- Skills
- Knowledge
- Practice

Via the development of a case-study/individual project that is shapable by the student, to their own current and future interests, preparing the way for future study, and facilitating a blend of topic areas.

### **Expected Learning Outcomes**

At the end of this module, students should be able to:

Knowledge and Skills:

1. Identify key elements relevant to their area of study.
2. Analyse content from a variety of sources.
3. Engage with the changing face of the media landscape they may work in.
4. Time manage individual and group project and assessment work.

Transferable/key skills:

Collate and expand upon knowledge obtained from various subject areas.  
Analyse, prepare, analyse or create content drawn from a variety of differing areas.  
Develop confidence in project formation.  
Time management of individual work.

## Assessment

A negotiated study, based around structured, and realisable progression of case study development, within the Trimester time-frame. This will be within an area chosen by the student, and closely mentored by appropriate members of relevant academic departments.

Suggested stages of assessed development are;

- Discussion with tutor(s), appropriateness of study, guidance on background content
- Selection of specific area of examination, and draft of brief
- Timeline of studied elements / schemes of work / project plan
- Creation of project / essay based study / artefact / report / film
- Reflection

As the specific interests, and career progressions of students vary, the specific content of each element may vary, for example;

- A Journalism focused student may choose an examination of; Media coverage of the 2014 MEP elections – collating material – discussing language/bias/image – narrowing focus to a specific party – discussing the social media activity surrounding the event – obtaining overview.
- A CMT student may choose a more practical side to the same subject, whilst examining what was represented, and how it was done – an alternate ‘campaign’, by a fictitious political party could be manufactured, political broadcasts, slogans, posters could be created / filmed.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Case Study	100%		3,500

## Learning and Teaching Strategies

After initial group consultation, the delivery of the module will primarily be tutorial based with supervision appropriate to the student’s area of interest.

## Syllabus outline -

Project Planning: Selection of subject area and project theme.

Information selection.

Writing the project plan: Aims, approach, intended outcomes, risk-management, resources required

Time Management

Creation of blogs/portfolios and records of activity

Working with a mentor.

Reflection, evaluation and discussion

Weeks 1–2 - Mentor(s) assigned – formation of brief.  
Weeks 2-4 – Outlines of work to be undertaken / project planning.  
Weeks 4-9 – Creation of project, ongoing mentoring.  
Weeks 10+ – Final project submission, reflection and discussion.

Weeks 1–2 - This portion of the module will see close discussion with students in order to formulate a preliminary project brief based upon their selected area of interest.

Topics to be covered;

- Planning an individual project
- Time management
- Information selection
- Selection of subject area / project theme
- Mentor(s) assigned

Weeks 3-4 – close supervision and tutored guidance on the following;

- Outline of work to be undertaken / project planning.
- Formulation of brief
- Writing the project plan incl. Aims, approach, intended outcomes, risk-management, resources required

Weeks 4-9 – Commencement of work

Creation of project

Ongoing mentoring.

Weekly blog/portfolio/record of activity

Weeks 10 – Final project draft submission, reflection, evaluation and discussion.

## **Bibliography**

Suggested reading will be recommended to the students as per areas of interest.