

MODULE SPECIFICATION FORM

Module Title: Media Project and Portfolio	Level: 6	Credit Value: 40
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Module code: HUM677	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 1&2	With effect from: September 2014
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Office use only: To be completed by AQSU:	Date approved: September 2014
	Date revised: -
	Version no: 1

Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: Angela Ferguson
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Module duration (total hours): 400	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 60	
Independent study hours: 340	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels): None
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Module Aims:

This module gives students the opportunity to focus on a particular media discipline previously covered in levels four and five in order to produce a portfolio of project work. This project will also involve producing a media communications product for a real client from an outside organisation such as a local business or charity. This product could range from

organising a PR campaign to working on a social media campaign or a website. Students can also opt to do a journalism-based project, producing a magazine or blog, for example.

The student will work with the tutor to select an appropriate topic and the tutor will then produce an individual learning contract, which will form the basis of that student's project work.

The project offers students the opportunity to work independently and to apply and further develop professional skills evidenced earlier in the programme.

The module is designed to:

- enable students to be responsible for their own portfolio and to independently produce a body of work which comprehensively demonstrates their capability in the field of media communications
- enable students to conduct sustained and considered research, preparation and presentation of a project that demonstrates the professional skills encountered during the course.
- develop students' confidence in communicating effectively at a professional level with clients and representatives from business and industry

Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Demonstrate a thorough understanding of selected aspects of the media and communications industry (K6)
2. Demonstrate a high standard of professionalism comparable to that of industry practitioners, (K2, K8)
3. Devise, explain and implement communications solutions in their chosen media discipline (K3)
4. Critically analyse academic and current industry thinking and knowledge relating to the student's chosen topic within a set media discipline (K1, K3)
5. Demonstrate highly developed interpersonal and communication skills, including the ability to present information both orally and in writing in a professional manner and to a professional standard which demonstrates effective manipulation of the written word (K1)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

Assessment:

Students will be assessed by means of an individual learning contract, which will set out the exact components of the portfolio, as agreed with their tutor.

As this is a third year project, students have an element of choice in what topic they select with the proviso being that the topics must relate to the field of media communications. For example, students can choose from projects involving both printed and online journalism, including blogs, along with social media projects and integrated media communications and public relations projects.

The individual learning contracts will set out the exact components of the portfolio, with percentages and word counts or equivalent allocated.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Portfolio	100%		8000 or equivalent

Learning and Teaching Strategies:

The module will be delivered through initial lectures, seminars and workshops, with some guest speakers from industry, and then on a directed study basis with a view to completion of a portfolio for final assessment. The latter will also involve project supervision and tutorials.

Syllabus outline:

The module will be delivered on the basis of a largely self-directed study programme which will involve the development of a specific communications requirement i.e. a corporate communications strategy; a press or advertising campaign; an employee communications programme; an awareness-raising campaign or similar or the production and promotion of a blog.

Bibliography:

Essential reading:

Specific reference sources will be dictated by the title and scope of the project to be undertaken by individual students, although students will be required to make use of secondary texts such as:

Blaxter, L. Hughes, C. and Tight, M. (2010), *How To Research*. 4th ed. Maidenhead: Open University Press.