

LP102-30 Media Lab 1

21/22

Department

SCAPVC - Centre for Cultural and Media Policy Studies

Level

Undergraduate Level 1

Module leader

Carolina Bandinelli

Credit value

30

Module duration

20 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module introduces students to the foundations of transmedia production. By means of a practice-based approach to research, students will explore and experiment with a range of media learning how to challenge and realise their creative potential.

Module aims

This module introduces students to the Media Lab experience (a three-year pathway through the course designed to develop skills, experiences and understanding of online/portable media content), and the emergent ideas, techniques and approaches that a contemporary media creative will need. As well as appreciating the role of changing technology in media, creativity and content manipulation through experimenting with different forms and practices, the modules aims to develop media production techniques, a sense of creativity and an appreciation of authorship. Transformations in the production, circulation and consumption of media content mean that the way we make, watch, use and interact with media requires new ways of thinking and application. Thus, students will have new possibilities for aesthetics, forms, content manipulation, distribution, access and participation.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Media Lab 1 takes place over Terms 1, 2 and 3 and uses the 'gamification' model of 'up-levelling' the student learning experience, with the first level (Year 1) being 'On-Boarding'. The teaching and learning model allows students to take 'on-board' new experiences through loose and playful experimentation, development, research and testing of creative ideas. The principal aim is to provide students with the space, time, facilities and support to 'on-board media and creative skills' and provide open-ended projects designed to encourage creativity and adaptability in the face of unfamiliar challenges. Contact-time will primarily be in the form of tutorial and in-class support in media content making skills (visual, sound, web) with supported seminars based on the following indicative topics:

1. The creative brief challenge
2. Creative and design thinking
3. Storytelling strategies 1: visual design
4. Storytelling strategies 2: soundscapes
5. Storytelling strategies 3: web
6. Transmedia storytelling
7. Building a story-world
8. Narrative, audience and portability
9. User experience
10. Personalisation

Learning outcomes

By the end of the module, students should be able to:

- Shape ideas into compelling and well-structured media content that has the potential to be developed into a more complex story world
- Identify, understand and have the potential to engage different audiences
- Create a cohesive media experience across one or more platforms taking a flexible and inclusive approach to technologies
- Evaluate media practice and content as a response to a brief and fully understand individual creativity in the context of collaborative working

Indicative reading list

Bernaudo, N (2011) *The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms*, London: beActive books

Derhy, Benjamin W.L. Kurtz, Mélanie Bourdaa (eds) (2017) *The Rise of Transtexts: Challenges and Opportunities*, London: Routledge

Jenkins, H. et al (2013) *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York: NYU Press

Phillips, Andrea (2012) *A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms*, New York: McGraw Hill

Subject specific skills

Technical skills in the field of audio visual media production including film, photography, podcasting, graphic design, animation.

Transferable skills

Presentational skills, generating ideas, collaborative working and questioning assumptions.

Study

Study time

Type	Required
Tutorials	10 sessions of 1 hour (4%)
Project supervision	10 sessions of 1 hour (4%)
Demonstrations	10 sessions of 1 hour (4%)
Practical classes	10 sessions of 1 hour (4%)
Supervised practical classes	10 sessions of 1 hour (4%)
Private study	200 hours (80%)
Total	250 hours

Private study description

250 Private Study Hours

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
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Assessment component

	Weighting	Study time	Eligible for self-certification
Creative Media Portfolio	100%	50 hours	Yes (extension)
100% Creative Media Portfolio (30 CATs)			
<ul style="list-style-type: none"> • Media content • Presentation • Report 			

Reassessment component is the same

Feedback on assessment

In class formative assessments and verbal feedback. Technical instruction and verbal feedback. Written feedback on written assessment. Written feedback on media content assessment. Verbal and written feedback on presentations.

Availability

Courses

This module is Core for:

- Year 1 of ULPA-P301 Undergraduate Media and Creative Industries