

# LP204-30 Media Lab 2

**22/23**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 2

**Module leader**

George Fleming

**Credit value**

30

**Module duration**

20 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module will build on Media Lab 1 to further students' knowledge and experience of transmedia production and creative processes.

### Module aims

Building on Media Lab 1 and the concept and practice of transmedia production and theory, this module aims to take the gamification model of up-levering student learning to level 2 i.e. 'habit –building' by which students undertake a specific practical element of Transmedia Storytelling based on the curiosity they developed in Media Lab 1 and engage an audience in participatory media-making. Working across connected platforms students will create a clearly defined experience and/or piece of content in consultation with an audience. The module aims to develop experimentation and collaboration. Students will also be asked to critically reflect on the processes and outcomes of their work in the light of the latest thinking.

### 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.

The module will be structured around 4 key themes in relation to the key stages of practice:

**IMMERSION** – Thinking and researching on how the viewer/audience can ‘enter the world’ you’re seeking to create

**INTERACTIVITY** – Thinking and preparing the audience/participants so that they can play their own part in your project

**INTEGRATION** – Thinking and applying your practical skills to address how you can pull all the elements together in one unified project

**IMPACT** – Planning how to reach new audiences, and how to engage people in different ways

Overall, the transmedia project focuses on the audience’s participation in the project, and as such, it redefines what it means to be an author/creator. This means that there may be some loss of control in your creative independence but you are the one who puts everything together, and as such you have to think very carefully about the structure of the project across the various platforms.

## **Learning outcomes**

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

- Focus upon and deliver a distinctive practical outcome for a creative and contemporary transmedia experience in response to Media Lab 1
- Demonstrate a clear integration of theory and practice in their practical work with problem-solving & creativity in varying contexts
- Demonstrate an ability to work effectively and collaboratively in groups, accepting responsibility for outcomes
- Show development of at least one specialism contributed toward the project/s overall with limited supervision
- Evaluate their own work and the overall project and are able to suggest improvements based on an identification of how it met expectations

## **Indicative reading list**

Clarke (2012) *Transmedia Television: New Trends in Network Serial Production*, London: Bloomsbury

Freeman Matthew (Editor), Renira Rampazzo Gambarato (Editor) (2018) *Routledge Companion to Transmedia Studies*, London: Routledge

Gere, Charlie. (2008) *Digital Culture* (Reaktion Books)

Graham, Beryl. (Ed) (2014) *New Collecting; exhibiting and audiences after new media art* (Ashgate)

Hassenzahl M (2010) *Experience design: technology for all the right reasons*. (Morgan and Claypool)

Lessig, Lawrence (2008): *Re-Mix – Making Art and Commerce Thrive in the Hybrid Economy* (Bloomsbury)

Lessig, Lawrence (2004): *Free Culture* (New York: Penguin)

McIntyre, Phillip (2012): *Creativity and Cultural Production: issues for media practice* (New York: Palgrave Macmillan) (e-book)

## **Subject specific skills**

This module builds on Media Lab 1 to further students' technical and creative skill-set.

## Transferable skills

Presentational skills, generating ideas, collaborative working and questioning assumptions. Technical skills in the field of audio visual media production including film, photography, podcasting, graphic design, animation.

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## Study

### Study time

Type	Required
Tutorials	10 sessions of 1 hour (3%)
Project supervision	10 sessions of 1 hour (3%)
Demonstrations	10 sessions of 1 hour (3%)
Practical classes	10 sessions of 1 hour (3%)
Supervised practical classes	10 sessions of 1 hour (3%)
Private study	200 hours (67%)
Assessment	50 hours (17%)
Total	300 hours

### Private study description

250 Private study hours

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A1

	Weighting	Study time
Project Pitch	20%	8 hours
Transmedia Project	50%	30 hours
Transmedia Project (Group)		

	<b>Weighting</b>	<b>Study time</b>
Individual Written Report	30%	12 hours

### **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

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### **Availability**

#### **Pre-requisites**

To take this module, you must have passed:

- All of
  - [LP102-30 Media Lab 1](#)

#### **Courses**

This module is Core for:

- Year 2 of ULPA-P301 Undergraduate Media and Creative Industries