LP304-30 Media Lab 3 Major Project

22/23

Department
> SCAPVC - Centre for Cultural and Media Policy Studies

Level
> Undergraduate Level 3

Module leader
> George Fleming

Credit value
> 30

Module duration
> 10 weeks

Assessment
> 100% coursework

Study location
> University of Warwick main campus, Coventry

Description

Introductory description

LP304, Media Lab Major Project is the final Media Lab for the Media and Creative Industries degree and this module will lead students towards the creation of a completed portfolio of academic and professional-level work.

Module aims

The aim of this module is to build on the gamification levels of Media Lab 1 and Media Lab 2 to the final level of 'mastery'. Students will now fully research, test and develop a finished project of work for showcasing in Term 3.

Students will be invited to submit a proposal for an individual project that will be submitted in Term 1. They will spend the remainder of the module researching, planning, testing and developing a portfolio of work which consists of a research essay and accompanying media content. Students will use research and critical reflection techniques developed over the course of their degree to develop a clear methodology to inform not only their research essay but also their approach to the media they produce.

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 run over three terms and will be a combination of research methods and writing skills seminars, discussion, media lab work and workshops.

Learning outcomes

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

- Assess current research and identify critical issues and relevant research questions
- Evaluate available methods and technologies and justify approaches taken
- Create original media content that effectively communicates and compliments the research idea
- Critically evaluate and interpret relevant literature and data
- Deliver a contemporary and professional media project in response to a negotiated brief
- Display knowledge of specialist media technologies, using software and hardware at an industry level
- Manage research and production time effectively with minimal supervision

Indicative reading list

Freeman Matthew and Renira Rampazzo Gambarato (Editor) (2018) Routledge Companion to Transmedia Studies, London: Routledge
Gordon, Eric and Paul Mihailidis (2016) Civic Media: Technology, Design, Practice, Cambridge: MIT Press
Löwgren, Jonas and Bo Reimer (2013) Collaborative Media: Production, Consumption, and Design Interventions, Cambridge: MIT Press
McIntyre, Phillip (2012): Creativity and Cultural Production: issues for media practice (New York: Palgrave Macmillan) (e-book)
Resnick, Mitchel (2017) Lifelong Kindergarten: Cultivating Creativity Through Projects, Passion, Peers and Play, Cambridge: MIT Press

Research element

Research under guidance from a supervisor to encourage the development of research skills, the critical application of research as practice methodology, and independent thinking.

Subject specific skills

Students will acquire the professional skills to plan, research, design, realise and present a creative project in response to a proposal.

Transferable skills

Research skills, ideas generation, collaborative working and questioning assumptions.

Study

Study time

Type	Required
Lectures	1 session of 4 hours (1%)
Seminars	2 sessions of 2 hours (1%)
Tutorials	4 sessions of 30 minutes (1%)
Project supervision	10 sessions of 3 hours (10%)
Demonstrations	(0%)
Practical classes	(0%)
Private study	210 hours (70%)
Assessment	50 hours (17%)
Total	300 hours

Private study description

210 Private Study Hours

Costs

Category	Description	Funded by	Cost to student
Other	Materials budget for media production and showcasing event	Department	£100.00

Assessment

You must pass all assessment components to pass the module.

Assessment group A1

Assessment component	Weighting	Study time	Eligible for self-certification
Media Lab Major Project	100%	50 hours	Yes (extension)
100% Research Portfolio (30 CATs) - Proposal - 5000 (+/- 5%) Research Essay - Media Content			

	Weighting	**Study time**	**Eligible for self-certification**

Reassessment component is the same

Feedback on assessment

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

Availability

Courses

This module is Core option list A for:

- Year 3 of ULPA-P301 Undergraduate Media and Creative Industries