

LP102-30 Media Lab 1

24/25

Department

SCAPVC - Centre for Cultural and Media Policy Studies

Level

Undergraduate Level 1

Module leader

George Fleming

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 module 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 be in the form of Lectures, tutorials and skills classes and workshops in media content making (visual, sound, web) based around the following topics:

1. The Creative Brief
2. Creative and design thinking
3. Traditional and Interactive Storying
4. Transmedia technologies
5. Building a story-world
6. The Production Process
7. Creative development and realisation
8. Audience and portability
9. User experience
10. Creative presentations

Learning outcomes

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

- Develop an idea for a creative and contemporary transmedia experience in response to a conceptual brief using media practices that are embedded in everyday life.
- Demonstrate a development of technically proficient work through testing, experimentation, self-directed and collaborative learning.
- Understand their own creative work against a backdrop of appropriate academic research that focuses on form, aesthetics, creativity and authorship.
- Demonstrate an ability to present work in an engaging manner using multiple media forms.

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
Lectures	10 sessions of 1 hour (3%)
Seminars	10 sessions of 1 hour (3%)
Tutorials	10 sessions of 1 hour (3%)
Project supervision	10 sessions of 1 hour (3%)
Demonstrations	(0%)
Practical classes	10 sessions of 1 hour (3%)
Supervised practical classes	(0%)
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.

Assessment

You must pass all assessment components to pass the module.

Assessment group A3

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

	Weighting	Study time
Transmedia project	50%	30 hours
Transmedia Project (Group)		
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.

Availability

Post-requisite modules

If you pass this module, you can take:

- LP301-15 Event Production and Creative Producing
- LP204-30 Media Lab 2
- LP203-15 Media and Intellectual Property

Courses

This module is Core for:

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