

# LP204-30 Media Lab 2

**26/27**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 2

**Module leader**

Rob Batterbee

**Credit value**

30

**Module duration**

20 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

---

## 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

[Reading lists can be found in Talis](#)

## 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.

---

## 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 A2

Assessment component	Weighting	Study time	Eligible for self-certification
Project Pitch	20%	8 hours	No
Reassessment component is the same			
Transmedia Project	50%	30 hours	No
Transmedia Project (Group)			

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
--	------------------	-------------------	--

Reassessment component is the same

Assessment component

Individual Written Report	30%	12 hours	No
---------------------------	-----	----------	----

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

### Pre-requisites

To take this module, you must have passed:

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

### Post-requisite modules

If you pass this module, you can take:

- LP301-15 Event Production and Creative Producing

## Courses

This module is Core for:

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