

LP301-15 Event Production and Creative Producing

26/27

Department

SCAPVC - Centre for Cultural and Media Policy Studies

Level

Undergraduate Level 3

Module leader

Christopher Bilton

Credit value

15

Module duration

10 weeks

Assessment

80% coursework, 20% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Digital producers are responsible for bringing new products, services and experiences to the public. They are able to broker the diverse talents of technologists, artists, designers, scientists, academics and amateurs to develop projects that contribute to cultural life and address social, cultural, economic and environmental concerns. This module explores the role of the creative producer, the social, aesthetic and interdisciplinary spaces in which they operate and provides an introduction to some of the tools, technologies and processes necessary to produce innovative projects for different audiences.

Module aims

This module aims to:

- develop the student's knowledge, skills and understanding of the emergent practice of the creative/digital producer.
- develop students' contextual and intellectual understanding of the social, aesthetic and interdisciplinary spaces in which producers operate
- facilitate a practical understanding of the tools, technologies and processes necessary to

produce innovative projects for different audiences.

- enable the development of the skills and competencies required in the production of a collaborative digital project,
- introduce students to a range of practitioners and organisations,
- encourage students to demonstrate of their leadership, communication and management skills.
- equip students with the skills and understanding to critically evaluate practice and content in response to a brief
- develop students' understanding of collaborative and creative working practices within the creative and media industries.

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 is divided into four parts:

- 1: Defining the Practice
- 2: Defining the Space
- 3: Developing Competency
- 4: Performance & Evaluation

Part 1: Defining the Practice

1: Becoming a Digital/Creative Producer: exploring the role of the producer and learning from knowledge exchange at a producers' forum

Part 2: Defining the Space

2: Digital/Creative Production and the Digital/Creative Public Sphere: developing an ideological understanding of the context and conceptual space in which digital production takes place. What is the role of the producing organisation? Digital R&D and capacity building in the cultural sector. Concepts of the digital public sphere.

3: Technologies & New Media Aesthetics

4: Producing Publics: Activity and Agency: exploring the relationships between interactivity, collaboration, participation and engagement

Part 3: Developing Competency – 4 practical workshops

5: Devising: idea generation, technologies, tools and techniques

6: Developing: planning including preparing budgets, developing and responding to briefs and proposals, time management

7: Direction: developing leadership, project management and facilitation skills

8: Delivery: venue management, technical and regulatory considerations and outputs, workflow, collaboration

Part 4: Performance & Evaluation

9 & 10: Creative Production Sandpit: Intensive two-day incubator/hackathon in which teams devise and present project proposal to panel of practitioners and organisations to include art school style constructive critique method.

Digital Micro-festival (at a future date after module end)

Teams to curate and produce 1 day digital micro-festival in which projects are presented/installed.

Learning outcomes

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

- Demonstrate understanding of the role of the creative producer in the production and delivery of innovative projects bringing new products, services and experiences to the public
- Manage an innovative project from conception through to evaluation whilst keeping to time and budget
- Identify, understand and have the potential to engage different audiences with creative productions
- Create a cohesive media experience across one or more platforms taking a flexible and inclusive approach to technologies
- Evaluate practice and content and fully understand individual creativity in the context of collaborative working

Indicative reading list

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

Subject specific skills

Competency in the use of digital tools, platforms and technologies. Experience design. Curation and direction of digital and live cultural experiences. Audience development and management. Technical production and management of performance spaces and venues. Understanding of health and safety, risk assessment and public liability.

Transferable skills

Leadership, project and time management skills. Ideation and concept development. Teamworking skills. Problem-solving. Technical trouble-shooting. Communication, presentation and organisational skills. Financial management and budgeting. Reflective practice.

Study

Study time

| Type | Required |
|-----------|----------------------------|
| Seminars | 4 sessions of 2 hours (5%) |
| Tutorials | 2 sessions of 1 hour (1%) |
| Total | 148 hours |

| Type | Required |
|-------------------|----------------------------|
| Practical classes | 4 sessions of 2 hours (5%) |
| Other activity | 12 hours (8%) |
| Private study | 118 hours (80%) |
| Total | 148 hours |

Private study description

Reading, desk based research, developing competency in the use of software and other tools. Completion of practical tasks and organisation in the production of a practical event. Reflective practice.

Other activity description

Creative Production Sandpit

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group D2

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

Assessment component

| | | | |
|-------------------------------------|-----|--|----|
| Assessment 1: Team Proposal (Pitch) | 20% | | No |
|-------------------------------------|-----|--|----|

Teams will pitch their project proposal at a production sandpit. Individual team members will submit a peer review of their team's performance.

Reassessment component

| | | | |
|---|--|--|----|
| Assessment 1: Individual Proposal (Pitch) | | | No |
|---|--|--|----|

A pre-recorded individual presentation including conceptual, operational and financial details for a digital /physical/hybrid live creative project or marketing plan in response to a brief.

| | Weighting | Study time | Eligible for self-certification |
|--|------------------|-------------------|--|
| Assessment component | | | |
| Assessment 2: Final Event | 60% | | No |
| Teams will realise the project or marketing and operational plan they pitched for assessment 1 in practice in the form of a live and/or digital event. | | | |

Reassessment component

| | | | |
|---|--|--|----|
| Event Review | | | No |
| An individual critical review of a cultural event, exhibition, installation or experience considering the conceptual, experiential, operational, technical, audience development and financial dimensions of their case study from the perspective of a creative producer or event marketing and operations professional. | | | |

Assessment component

| | | | |
|---|-----|--|----|
| Event Viva | 20% | | No |
| A reflective interview about the student's learning as a creative producer or event marketing and operations professional and key lessons from their experience of producing and/or marketing a creative event. | | | |

Reassessment component is the same

Feedback on assessment

Formative verbal feedback for team proposal (pitch). Summative written feedback for team proposal and practical project.

Summative written and /recorded (with transcript) feedback for individual viva.

[Past exam papers for LP301](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of

- [LP102-30 Media Lab 1](#)
- [LP204-30 Media Lab 2](#)

Courses

This module is Core for:

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