

CIGN Module Descriptor

Title of Module: Cross-Media Collaborative Project

Module ID:

Credits (national system): 20 **ECTS:** 10

Responsible Institution: UWS

Module Coordinator: Robert Sutter

Module Type: practice based course

Language: *English*

Prerequisites:

None

Summary of Module:

The Cross Media Collaborative Project is designed to extend and further consolidate students' abilities and participation in contemporary methods and practices associated with convergent production in the Creative Industries and beyond. Here, students with similar (yet diverse) skill sets will come together in small creative teams to develop and produce a Cross Media collaborative project in which a range of ideas, experience and technologies converge. It is anticipated these Cross-Media Collaborative Projects will contain a digital or on-line output. However, an innovative spectrum of projects will be encouraged which could include motion-graphics, elements of interactivity, performative elements, sound design, site-specific installations and innovative digital, output. Students will gain detailed experience of developing new content in contemporary creative contexts and evaluate the benefits of a variety of production approaches and techniques. The module will address the interface between research and practice and enable students to gain solid experience of working in an interdisciplinary creative team.

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Learning Outcomes:

- L01. Demonstrate an understanding of the principal theories and concepts that underpin cross- media practice.
- L02. Apply a range of creative skills in the context of convergent and collaborative production.
- L03. Exercise autonomy and initiative in the course of a collaborative cross- media project.
- L04 Demonstrate an ability to work as part of a team in a Cross-Media context.
- L05. Reflect upon creative and critical contexts that inform a cross- media project.

Learning Objectives:

Theoretical Principles	10%
Analyses	10%
Conception	40%
Realization	40%

Specialist Skills:

- Level 1: recognize & reproduce
- Level 2: comprehend & apply
- Level 3: compare & evaluate
- Level 4: connect, deepen & develop

Module Delivery Method(s):

classroom

The module is designed to be delivered within a blended learning model, employing mixed modes of learning, teaching and assessment.

Learning & Teaching Activities:

During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:

Learning Activities:

Student Learning Hours Practical Workshops/ Lab Sessions	36
Tutorials	12
Practice Based Learning	90

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Independent Study	42
Project Statement	20

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Learning Material:

Indicative Resources / Obligatory Readings:

Dowd, T. et al. (2013) *Storytelling Across Worlds: Transmedia for Creatives and Producers*. Abingdon:Oxon: Focal Press

Sennet, R. (2012) *Together: The Rituals, Pleasures and Politics of Cooperation*. London: Penguin

Steel, J. (2006) *Perfect Pitch: The Art of Selling Ideas and Winning New Business*. Hoboken,N.J.: John Wiley and Sons / Adweek Books)

Tharp, T. (2013) *The Collaborative Habit: life lessons for working together*. New York: Simon and Schuster

Feedback and Assessment Method(s):

- Assessment for this module is divided into Three parts:
- Developed proposal - Pitch/Presentation 10%
- Collaborative Project/Portfolio will account for 90% of the marks available – as well as the pre-production work on the project this will encompass a dossier of evidence of development of relevant creative and technical skills and
- Final Evaluative Presentation of Project demonstrating an awareness of relevant contemporary debates and positioning the project within the contemporary currents of Collaborative Projects within the creative industries and Screen and broadcast
- Part 1 Presentations/Pitches:
 - o Students in teams, are required to present and pitch a cross-media artefact/ campaign in response to a set brief. This element of the assessment is worth 10% of the overall mark.
- Part 2: Practical Assignment: Students are required to plan and develop a cross media-artefact/ campaign in response to set briefs. This element of the assessment is divided into the following parts:
 - a) Part 2.1: Final project, (Individual content) – worth 40% of the overall mark.
 - b) Part 2.2: Final project, (Team content) - worth 40% of the overall mark.Total 80%
- Part 3: Reflective statement: Short statement on project documenting concept, process and context - worth 10% of the overall mark.

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Costs of Subscription: