

## Module Information

2022.01, Approved

### Summary Information

Module Code	4001LSSCPD
Formal Module Title	Content Creation, Graphics and Visualisation
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

### Learning Methods

Learning Method Type	Hours
Online	57
Tutorial	7
Workshop	40

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	1. To develop an understanding of the knowledge and skills required for professional content creation.2. To apply effective techniques, and develop practical skills, in written, image, video, and audio content production for a range of audiences and contexts.3. To analyse and evaluate process and personal capabilities.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify and apply established principles, concepts, theoretical frameworks, techniques and practices used in the creation of media content.
MLO2	2	Demonstrate the creative potential of digital media software packages and successfully apply these skills to design compelling narratives.
MLO3	3	Successfully identify, explain and appraise the use of a variety of media applications and platforms.

### Module Content

Outline Syllabus	<p>Students will be given the opportunity to develop key production skills and practices, using industry standard software and techniques. They will develop an understanding of the different roles and skills used within design and media production teams. Design principles, including gestalt, layout and grids, colour theory and typography will be covered in this course. At the start of the course, students will have access to a series of asynchronous lectures and exercises to facilitate their learning of the essential principles, concepts, theoretical frameworks, techniques and practices used in the creation of media content. Each key skill will be explored in a series of seminars and workshop sessions. Students will be able to develop a range of production skills while working within different teams on different briefs, while also giving them the opportunity to develop skills in one specialist area, such as graphic design, or copywriting. Once students have been given the opportunity to develop their knowledge and a range of broad practical skills, they will conduct a skills audit. Following their skills audit they will be assigned a negotiated production role and placed into a multiskilled team. These teams will then work on an industry-informed brief in a condensed two-day design sprint workshop to help them to refine and perfect their skills. At the end of this workshop the students will present their response to the brief to an assessment panel. Course content may include, but is not limited to, the development of:</p> <ul style="list-style-type: none"> <li>• Written and visual communication skills.</li> <li>• Brand guidelines.</li> <li>• The use of tone of voice.</li> <li>• How to approach and understand the needs of different target audiences.</li> <li>• Development of graphic and visual communication production skills using industry standard software.</li> <li>• Storytelling techniques.</li> <li>• Presentation skills.</li> </ul>
Module Overview	
Additional Information	<p>Programme code: • 36765 Intake month(s): • September Subject benchmark statement(s): • Communication, Media, Film and Cultural Studies (2019) Any other external reference points used to inform programme outcomes: • Research conducted for Office for Students short course pilot. Mode and duration of study: • Part time hybrid learning over one semester. Criteria for admission to the programme: • A/AS Level 104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted. BTEC National Diploma 104 UCAS Tariff points. Irish Leaving Certificate 104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level Scottish Higher 104 UCAS points to include 2 Advanced Higher International Baccalaureate 24 IB points Access At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject Other Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number. • Mature Entry Applications are welcomed from mature and non-standard applicants who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview in accordance with the usual LJMU procedures and should demonstrate potential and motivation and/or have relevant experience. • Overseas qualifications International applications will be considered in line with UK qualifications Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent. • Or equivalent experience to be determined by application or interview in accordance with the usual LJMU procedures. Name of the final award: • Certificate of Professional Development in Content Creation, Graphics and Visualisation. Brief summary of student support arrangements: • The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services. Students are able to access a range of professional services including: • Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance. • Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling. • Students will be supported with this asynchronous blended learning approach through weekly in-person face-to-face and/or online seminars and workshops. Each course will have its own chat group where students can share their work with each other to receive formative feedback from their peers, and so that they can develop peer relationships. This will mimic industry-standard hybrid working methods, for example, through the use of software such as Microsoft Teams and the OneDrive. • Any student experiencing digital poverty will be referred to the university's usual support channels. A statement that the programme is assessed and run in line with the Academic Framework with</p>

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	70	0	MLO1, MLO2
Presentation	Presentation	30	0	MLO2, MLO3

## Module Contacts