

Liverpool John Moores University

Title: PROJECT DEVELOPMENT
Status: Definitive
Code: **4503DIGMED** (108411)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Community College

Team	Leader
Sarah Haynes	Y

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 42.00
Total Learning Hours: 240 **Private Study:** 198

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	3.000
Online	6.000
Tutorial	12.000
Workshop	21.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework: Project prototype to a given brief, presentation of work and supporting documentation. tutorials will provide formative feedback.	100.0	

Aims

1. To provide students with an overview of best practice development methods.
2. To develop students' awareness of the importance of effective project management.
3. To develop students' awareness of different approaches to concept development.

4. *To develop students' ability to work in teams and appreciate roles and responsibilities of members within those teams.*
5. *To raise students' awareness of concept and design issues specifically related to digital media production.*
6. *To develop students' ability to effectively communicate their ideas.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of effective production methodologies.
- 2 Manage small projects effectively and reflect on their own performance.
- 3 Demonstrate that they can work to targets and meet deadlines.
- 4 Produce design documents and specifications.
- 5 Successfully realise a working prototype.
- 6 Communicate concepts in an effective manner.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Project prototype	1	2	3	4	5	6
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Outline Syllabus

Through a series of initial workshops, a 'live' simulated project, supporting tutorials and reflection, students will explore and develop skills in the following:

- *Production development methods*
- *Creativity techniques including brainstorming*
- *Concept development*
- *Communication between team members and to production managers.*
- *Team responsibilities*
- *Effective presentation of final prototype along with supporting planning and development documentation*

Learning Activities

An introductory lecture followed by a number of guided planning workshops. Supporting tutorials at intervals and the periodic review of the progress of the team by production managers. Presentation of the working prototype and reflection session to analyse their own development.

References

Course Material	Book
Author	De Bono, E
Publishing Year	1993
Title	Serious Creativity
Subtitle	
Edition	
Publisher	HarperCollins
ISBN	0006379583

Course Material	Book
Author	Curtis, H
Publishing Year	2002
Title	MTIV: Process, Inspiration and Practice for the New Media Designer
Subtitle	
Edition	
Publisher	Pearson Education
ISBN	0735711658

Course Material	Book
Author	Batt, R
Publishing Year	2001
Title	Net Working: Work Patterns and Workforce Policies for the New Media Industry
Subtitle	
Edition	
Publisher	Economic Policy Inst
ISBN	0944826938

Course Material	Book
Author	Rawlinson, J
Publishing Year	1981
Title	Creative Thinking and Brainstorming
Subtitle	
Edition	
Publisher	Gower Publishing Limited
ISBN	0704505436

Course Material	Book
Author	Stanton, N
Publishing Year	1996
Title	Mastering Communication
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Notes

This module applies the design and technical knowledge and skills of the student and introduces them to essential practices and processes for the professional development of a 'live' project.

After initial tutorials in which the students will be led through the planning stage of a project brief, they will work in teams to develop an appropriate solution. During this development the teams will engage in a Project Management and Review process giving them first-hand experience of a real production environment. They will encounter issues relating to cross-disciplinary working as the select real client requirements informed by a commercial design brief.

Each team will receive tutorial support but will also be allocated a tutor as Project Manager who will negotiate with the team realistic targets and set deadlines and will continue to review the development and monitor its progress at set intervals.

The project will lead to the development of a small working application or a prototype. Students will be involved in the development of original ideas, storyboarding, communication and documentation of these ideas before going on to develop the content and user-test their solutions.

There will be an emphasis on roles and responsibilities of people working within the digital industries and how they function as a production team. Students will be encouraged to develop solutions that are fit for purpose - that address the actual requirements and devise realistic solutions within the time-scale. The Teams will present their solutions to the Project Manager, their tutor and invited guests from within the industry and receive feedback from this.

The Module will conclude with a period of reflection and analysis on the project and will each produce an individual report on their own contribution, their reflections on the appropriateness of the solution. This report will form a key part of their assessment.