

## Liverpool John Moores University

Title: Creative Media Production  
Status: Definitive  
Code: **4505IACTPR** (126009)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Keith Thompson	Y

**Academic Level:** FHEQ4      **Credit Value:** 10      **Total Delivered Hours:** 22  
**Total Learning Hours:** 100      **Private Study:** 78

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Practical	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	Video	Promotional video	100	

### Aims

*To utilise the advances in Web 2.0 to the advantage of the PR practitioner.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Introduce visual media and related platforms available to the modern PR practitioner
- 2 Produce a self promotional business-oriented video utilising industry accepted

- 3 professional practice  
Evaluate the effectiveness of video as a PR tactic in business

### **Learning Outcomes of Assessments**

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

Production of a video            1            2            3

### **Outline Syllabus**

*Introduction to Web 2.0 and the opportunities it offers the PR profession.  
Familiarisation of the platforms and equipment available.  
How the new advances have been assessed by communication theorists.  
Practical demonstrations and case studies illustrating video as a platform.  
Interview techniques and applications.  
Production techniques and applications.  
Media Production and Editing.  
Presentation of productions.  
Evaluation of productions with particular referencing to video via various analytics tools.*

### **Learning Activities**

Practicals, demonstrations, discussions, all focused on video production and PR led professional practice

### **Notes**

A new course which incorporates the Business and Screen School's investment in media technology and applies it to the growing PR industry.