Liverpool John Moores University

Title:	Multiplatform Production
Status:	Definitive
Code:	**5002MEDIA** (119826)
Version Start Date:	01-08-2016

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

Team	Leader
Mark Smith	Y
Ian Bradley	

Academic Level:	FHEQ5	**Credit Value:**	24	**Total Delivered Hours:**	72
Total Learning Hours:	240	**Private Study:**	168		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	15
Practical	42
Seminar	6
Tutorial	6
Workshop	3

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Artefact - Group Project	75	
Reflection	AS2	Dossier	25	

Aims

1. To provide an opportunity for students to undertake a substantial multi-platform team-based project
2. To explore the theory and practice of engaging users across a range of platforms

Learning Outcomes

After completing the module the student should be able to:

1   Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production.
2   Identify mechanisms by which to evaluate multiplatform media products
3   Understand convergence media issues.

Learning Outcomes of Assessments

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

Artefact   1

Dossier   2   3

Outline Syllabus

Students will collaboratively explore themes of convergence, both in terms of technique and the possibilities for exploitation.
Team Management Skills
Production Management Skills
Developing and agreeing a collective vision
Exploration of convergent media

Learning Activities

The first third of the module will, through lectures and workshops sessions, introduce students to the key concepts in the following areas: User engagement; spreadable media; Transmedia narrative and activism; team working; managing creativity; Production methodologies; Convergence Design.

In week five, students will receive a brief and be placed in a team - thereafter, teams will be supported by a weekly management programme to ensure all teams are meeting their targets.

In week twelve, teams will make a presentation of their prototype to a panel.

Notes

This module encourges cross-disciplinary teams of students to devise, develop and produce a convergent media project proposal/prototype and present it to a panel.

This module will build on the skills and body of knowledge acquired during level 4

and broaden the students approach to problem solving with a view-point based on practical application. Students will examine a range of technologies and scenarios that employ and exploit opportunities for multi-platform delivery including participatory interaction, transmedia storytelling and fan-based culture.

Through teamwork, students will further develop their awareness of the new delivery technologies (their potential and their limitations) and will apply this understanding towards developing a series of visual representations that demonstrate a range of creative solutions in response to research, which addres requirements set by their interpretation of the brief.