

Liverpool John Moores University

Title: CONVERGENCE MEDIA TEAMWORK
Status: Definitive
Code: **5011MPS** (117615)
Version Start Date: 01-08-2011

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

Team	Leader
Mark Smith	Y
Camilla Affleck	
Ian Bradley	
Sarah Haynes	
Alex Irving	
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Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 76.00

Total Learning Hours: 240 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Practical	36.000
Seminar	12.000
Tutorial	4.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Artefact	Artefact - Group Project	60.0	
Reflection	Reflection	Reflection - individual evaluation	40.0	

Aims

To provide an opportunity for students to undertake a cross disciplinary team-based project.

To offer a parallel to the real-world requirement for team-based activity which reflects the multi-disciplinary requirements of convergence media production.

Learning Outcomes

After completing the module the student should be able to:

- 1 Work collaboratively to produce and present a convergence media proposal/prototype which considers creative, professional and commercial issues.
- 2 Critically evaluate their own work and that of others within a cross disciplinary team.
- 3 Demonstrate an understanding of and engagement with convergence media issues.

Learning Outcomes of Assessments

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

Artefact	1	3
Reflection	2	3

Outline Syllabus

Students will collaboratively explore themes of convergence, both in terms of technique and the possibilities for exploitation.

This module is offered across the Screen School and as such teams will reflect the cross-disciplinary skillsets represented to allow the practice of:-

- Team Management skills;*
- Production Management skills;*
- Developing and agreeing a collective vision;*
- Exploration of convergent media.*

Learning Activities

For the first three weeks, lectures and workshop sessions will introduce students to the key concepts of the module in the following areas:

- Cross disciplinary team working;
- Managing creativity;
- Production methodologies;
- Convergence design.

In week four, students will receive a brief and be allocated to a place 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 proposed idea/prototype to a panel.

References

Course Material	Book
Author	Curran, S.
Publishing Year	2003
Title	Convergence Design
Subtitle	
Edition	
Publisher	Gloucester, Massachusetts, USA: Rockport Publishers
ISBN	

Course Material	Book
Author	Strauss, R. and Hogan, P.
Publishing Year	2001
Title	Developing Effective Websites: A Project Manager's Guide
Subtitle	
Edition	2nd ed
Publisher	Oxford, UK: Focal Press
ISBN	

Course Material	Book
Author	Stanton, N.
Publishing Year	1996
Title	Mastering Communication
Subtitle	
Edition	
Publisher	London, UK: Palgrave Macmillan
ISBN	

Course Material	Book
Author	Shirky, C.
Publishing Year	2009
Title	Here Comes Everybody
Subtitle	
Edition	
Publisher	UK: Penguin
ISBN	

Course Material	Book
Author	Jenkins, H.
Publishing Year	2006
Title	Convergence Culture: Where Old and New Media Collide

Subtitle	
Edition	
Publisher	New York, USA: New York University Press
ISBN	

Course Material	Book
Author	Hughes, B. and Cotterell, M.
Publishing Year	2005
Title	Software Project Management
Subtitle	
Edition	
Publisher	Boston/New York, USA: McGraw Hill
ISBN	

Course Material	Book
Author	England, E. and Finney, A.
Publishing Year	1996
Title	Managing Multimedia
Subtitle	
Edition	
Publisher	Boston, USA: Addison Wesley
ISBN	

Notes

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

The module will engage students in issues of cross disciplinary teams, working with students from other courses preparing them for the world of work where they will be creating and sharing ideas with colleagues from different disciplines and backgrounds.

The module will encourage exploration of the area of convergent media projects in response to a given brief.

N.B. time elements are indicative. There is inherent flexibility in the time demands of practiced based work though it should be noted that you should expect to apply a total of 240 hours to this module.