

## Liverpool John Moores University

Title: Multiplatform Production  
Status: Definitive  
Code: **5012MEDIA** (123372)  
Version Start Date: 01-08-2021

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

Team	Leader
Hatana El-Jarn	Y
Mark Smith	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 72  
**Total Learning Hours:** 200      **Private Study:** 128

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Practical	34
Seminar	15
Tutorial	2
Workshop	9

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Artefact - Group Project	75	
Reflection	AS2	Individual Critical Evaluation (2000 words)	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 - Group Project	1	
Individual Critical Evaluation	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 module begins with lectures and workshop sessions that 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 a later session, 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 the final session, teams will make a presentation of their prototype to a panel.

## 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.

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, trans media 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 address requirements set by their interpretation of the brief.