Module Proforma

Approved, 2022.03

Summary Information

Module Code	5012MEDIA
Formal Module Title	Multiplatform Production
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Mark Smith	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	12
Practical	34
Seminar	15
Tutorial	2
Workshop	9

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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:

Code	Description
MLO1	Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production.
MLO2	Identify mechanisms by which to evaluate multiplatform media products.
MLO3	Understand convergence media issues.

Module Content

Outline Syllabus
Students will collaboratively explore themes of convergence, both in terms of technique and the possibilities for exploitation.Team Management SkillsProduction Management SkillsDeveloping and agreeing a collective visionExploration of convergent media

Module Overview
This module provides you with an opportunity to undertake a multi-platform team-based project to explore the theory and practice of engaging users across a range of platforms.

Additional Information

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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Artefacts	Artefact - Group Project	75	0	MLO1
Reflection	Individual Critical Evaluation	25	0	MLO2, MLO3