

## Liverpool John Moores University

Title: WORK BASED LEARNING: DIGITAL MEDIA  
Status: Definitive  
Code: **5027IMEDIA** (119074)  
Version Start Date: 01-08-2012

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

Team	Leader
Sarah Haynes	Y
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**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 90.00  
**Total Learning Hours:** 240      **Private Study:** 150

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Off Site	80.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORTFOLIO	4000 WORD DOSSIER	100.0	

### Aims

1. To develop students' understanding of the roles and responsibilities of people working within the Digital Media Industry.
2. To develop students' transferable skills relevant to the world of work.
3. To encourage initiative, independent thought and a reflective approach to the assessment of work experience.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a familiarity with the expectations and demands of the work-place and the roles of the people working within the digital industries.
- 2 Display an understanding of the ways in which the organization they are placed in, conceive, design and realise digital media products.
- 3 Through written analysis extend their research and study skills and apply them to real world scenarios, which they have encountered on their placement.

## Learning Outcomes of Assessments

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

PORTFOLIO                      1    2    3

## Outline Syllabus

1. *Approximately 80 hours of work placement during the course of an academic year.*
2. *10 hours reinforcement and supportive learning activities within the university.*
3. *Detailed specification of the programme for each work placement will be included in a negotiated learning agreement.*

## Learning Activities

Presentation and individually arranged tutorials plus work placement.

## References

<b>Course Material</b>	Book
<b>Author</b>	Chater, K.
<b>Publishing Year</b>	2001
<b>Title</b>	Research for Media Production
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, UK: Focal Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	England, E. and Finney, A.
<b>Publishing Year</b>	2007
<b>Title</b>	Managing Interactive Media
<b>Subtitle</b>	Project Management for Web and Digital Media

<b>Edition</b>	
<b>Publisher</b>	Boston, USA: Addison Wesley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gibson, J.
<b>Publishing Year</b>	2008
<b>Title</b>	The Essential Guide to the Changing Media Landscape with 14,000 Contacts
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, UK: Media Guardian
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	www.skillsformedia.com
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	www.skillset.org
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	www.prospects.ac.uk
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

This module provides students with an extended opportunity for supervised independent learning in an approved media professional environment enabling them to develop their skills and direct knowledge of working practices in the media and to

widen their contract ready to place themselves in the employment market.