**Liverpool** John Moores University


Title:                    Multi-Platform Design Solutions
Status:                   Definitive
Code:                     **5502MPP**    (118299)
Version Start Date:       01-08-2011

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

| Team | Leader |
|------|--------|
| Sarah Haynes | Y |

| **Academic Level:** | FHEQ5 | **Credit Value:** | 24.00 | **Total Delivered Hours:** | 72.00 |
|---|---|---|---|---|---|
| **Total Learning Hours:** | 240 | **Private Study:** | 168 | | |

**Delivery Options**
Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12.000 |
| Practical | 48.000 |
| Tutorial | 12.000 |

**Grading Basis:** 40 %


**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Artefacts | AS1 | Group Project 1 | 40.0 | |
| Artefacts | AS2 | Group Project 1 | 40.0 | |
| Reflection | AS3 | Individual Evaluation | 20.0 | |

**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        Evaluate their own work and that of others.
3        Identify and negotiate their role within a cross disciplinary team.
4        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:

| Group Project 1 | 1 | 3 | 4 |

| Group Project 1 | 1 | 3 | 4 |

| Individual Evaluation | 2 | 4 | |

**Outline Syllabus**

*Students will collaboratively explore themes of convergence, both in terms of technique and the possibilities for exploitation.*
*Teams will work on simulated and 'live' briefs as professional media practitioners.*
*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**

The projects in this module are to be run as live briefs with the student teams set up as production companies. Tutors will initially provide lectures and workshops on aspects such as brief writing, convergence design and organisation before taking on the role of the client.

As the client they will provide feedback on progress through interim presentations and consultation meetings. Students will be expected to record feedback and develop work according to the 'client's' feedback before presenting the final outcomes to a panel.

**References**

| Course Material | Book |
|---|---|

| Author | Curran, S. |
|---|---|
| **Publishing Year** | 2003 |
| **Title** | Convergence Design |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Gloucester, Massachussetts, USA: Rockport Publishers |
| **ISBN** | |

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

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

| Course Material | Book |
|---|---|
| **Author** | Jenkins, H. |
| **Publishing Year** | 2006 |
| **Title** | Convergence Culture |
| **Subtitle** | Where Old and New Media Collide |
| **Edition** | |
| **Publisher** | New York, USA: New York University Press |
| **ISBN** | |

| Course Material | Book |
|---|---|
| **Author** | Shirky, C. |
| **Publishing Year** | 2009 |
| **Title** | Here Comes Everybody |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | UK: Penguin |
| **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 | Strauss, R. & Hogan, P. |
| Publishing Year | 2001 |
| Title | Developing Effective Websites |
| Subtitle | A Project Manager's  Guide, |
| Edition | 2nd ed |
| Publisher | Oxford, UK: Focal Press |
| ISBN | |

**Notes**

This module encourages students to work as cross-disciplinary teams, taking a holistic view of creative media production and highlighting the considerations and importance of multi-platform delivery for media products.

Through two separate tasks the module will expect students to work as production companies, developing design solutions that consider the implications of media convergence. Issues such as brief writing, design consistency, workflow, formatting and team roles will provide the backdrop for these simulated live briefs.

Film festival promotion, final show promotion inc group website

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.