

Liverpool John Moores University

Title: DIGITAL MEDIA WORK PLACEMENT
Status: Definitive
Code: **5507DIGMED** (108412)
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: 30.00
Total Learning Hours: 240
Private Study: 210

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Coursework	100.0	

Aims

1. To develop awareness of careers in digital media sector.
2. To gain practical vocational experience (or to provide an opportunity for students to test out their skills and knowledge in a commercial environment)
3. To develop best working practices.
4. To engage students in an exploration of how the digital media industry functions, its business and professional practice.
5. To provide an opportunity for the application of course specific and transferable skills in a professional environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Work in a professional manner, applying the use of time and self management skills to accomplish a set brief following a methodology appropriate to their particular placement.
- 2 Apply appropriate digital production skills to a vocational brief within the context of their placement.
- 3 Describe and evaluate the production methodologies of the digital media business environment.
- 4 Demonstrate an informed awareness of health and safety issues pertinent to the field of digital media production.
- 5 Demonstrate the application of transferable skills (creative thinking, problem solving, organisational skills, teamwork, communication and presentation skills) in the work place.
- 6 Evaluate their experience both in terms of course work and in their chosen career path, and better judge employment opportunities in the digital media industry.

Learning Outcomes of Assessments

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

Portfolio	1	2	3	4	5	6
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Outline Syllabus

As outlined in Module Handbook.

Learning Activities

The module will follow the process outlined below:

Work placements will take place over a four week period at a negotiated time either during the summer break between the first and second year or between the 1st of April and the end of June in the second year.

Students will be fully informed about the module and work placement opportunities will be available for the students to apply for by submitting their CV and a portfolio of work before the end of the first year and again before the Easter break in the second year.

Students might work on placement full time over four weeks or part time over a longer period. There will be flexibility to allow for students and employers needs.

Stage 1.

The Foundation Course leader will set up placements through one of the following

routes:

Placements with other organisations known to LCC
ICDC research and development projects
Toxteth TV
Retail Outlets

Students may also find their own placement but need to be sure to include the Course Leader as soon as possible to ensure it fits the modules criteria. Employers will select students for placements based on CV, portfolio and in some cases and interview.

Deliverables: CV, portfolio

Stage 2

Once accepted by a company or organisation students will complete with them and their course tutor a learning agreement. This document confirms the placement and sets out the parameters.

Form One is for students to set their own personal targets whilst on the placement. This ties in with personal development process they have been following in tutorials. It sets out what the students want to get out of the experience. Specify anything new they will need to learn and define which skills they think they will have an opportunity to practice whilst on placement.

Deliverables: Learning agreement, Form one

Stage 3

Placements should last for approximately 4 weeks or 20 days.

Whilst on placement students must complete a diary that records their experience and a list of contacts they have made in the work place.

Students will remain in contact with their course tutor via phone, email and Blackboard

Deliverables: Diary and Contact List

Stage 4

At the end of the placement students will fill in form 2, the employer they have been working with will fill in form 3, the module leader will phone the employer and fill in form 4 after consultation with them and form 5 after discussion with the student.

Deliverables: form 2 (completed by the student), form 3 (completed by the

employer), form 4 (completed by tutor after consultation with employer), form 5 (completed by tutor after discussion with student).

Stage 5

Finally students will reflect back on the experience and write and evaluative report. They will also make a presentation to their peers about the company they were placed with and the production methodologies adopted on the project(s) they worked on.

Deliverables: Report and 15 minute presentation

Assessment

The completion of forms 1-5 is assessed on a pass/fail basis. Once a Pass has been achieved the module mark is calculated via assessment of the required module documentation (diary, contact list, report and presentation).

References

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

Course Material	Book
Author	Hogan P and Strauss R
Publishing Year	2001
Title	Managing Web and New Media Projects
Subtitle	
Edition	
Publisher	Focal Press
ISBN	

Notes

A vocational module in which students work in a chosen area of specialism to a vocational brief within a digital media production environment.