

Liverpool John Moores University

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Title: Multiplatform Production
Status: Definitive
Code: **5512CCMED** (127557)
Version Start Date: 01-08-2021

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

Team	Leader
Christopher Chadwick	Y

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	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.