

Summary Information

Module Code	5512CCMED
Formal Module Title	Multiplatform Production
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Coleg Cambria

Learning Methods

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

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production.
MLO2	2	Identify mechanisms by which to evaluate multiplatform media products.
MLO3	3	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 Skills Production Management Skills Developing and agreeing a collective vision Exploration of convergent media.
Module Overview	
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)	Module Learning Outcome Mapping
Artefacts	Artefact - Group project	75	0	MLO1
Report	Individual Critical Evaluation	25	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Christopher Chadwick	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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