

## Liverpool John Moores University

Title: Creative Media Practice  
Status: Definitive  
Code: **6014MEDIA** (123354)  
Version Start Date: 01-08-2021

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

Team	Leader
Wez Nolan	Y
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**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 60  
**Total Learning Hours:** 200  
**Private Study:** 140

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Practical	24
Seminar	9
Tutorial	3
Workshop	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Artefact	Artefact - Individual Presentation	75	
Reflection	Reflection	Reflection - Research Blog (2000 Words)	25	

### Aims

1. To experiment with and evaluate creative media technologies
2. To enhance the students' ability to develop, convey and implement creative media

*ideas.*

*3. To appreciate the value of practice based research*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Extend their existing production skills in the development of creative media artefacts
- 2 Analyse the exploitation of innovative techniques in media production.

## **Learning Outcomes of Assessments**

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

Artefact	1
Reflection	2

## **Outline Syllabus**

*Students will collaboratively explore creative media technologies, individually evaluate and then selectively apply these findings in the development of engaging audio visual artefacts. Such artefacts may exist in a variety of contexts from gallery to stage to all screen based mediums.*

*A number of soft and hard technologies will be introduced that will allow students to engage in a number of themes such as:*

*Narrative*

*Image Production*

*Sound Production*

*Play*

*Interactivity*

*Locative Technologies*

*Performance*

*Multi-screen*

*Social Media*

## **Learning Activities**

During the first part of the module, lectures and workshops will introduce students to a variety of technologies concerning interaction with and presentation of media artefacts within a number of viewing contexts.

During the final part of the module, students will, individually, research, develop a prototype. At the end of the module, students will present their outcomes to staff and peers.

## **Notes**

This is a final year module, and as such, students will be expected to have accumulated an advanced skillset in a variety of media forms. This is an opportunity to extend these skills through practice-based research, the creative application of technology and technique to develop a media prototype that might present itself in a variety of contexts.

Such findings may inform future practice, including their final, 'Production Project' module.