

Summary Information

Module Code	6019MEDIA
Formal Module Title	Development and Distribution
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Tutorial	2
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To develop and critically analyse an original concept for a media production. To present an original media production concept. To curate a document that deconstructs a production proposal.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate the ability to generate, refine and contextualise concepts for creative work.
MLO2	2	Prepare and present materials to communicate these concepts to an audience.
MLO3	3	Create documentation that deconstructs a proposed media production, communicating validity, feasibility, and creative direction of the work.

Module Content

Outline Syllabus	Students need to consider a targeted audience, market gap and platform for their independent project in semester two. Through a series of lectures, workshops, group crits within seminars and individual tutorials students will be supported in developing original proposals for the Independent Project module. With an emphasis on professional approaches to production pitches, students will have the opportunity to contextualise proposals in terms of audience, purpose, originality, feasibility, and technology. They will refine creative approaches through research, testing, critical analysis and experimentation, developing material that deconstructs their concept, proving validity and selling the proposal. NB: Each student must identify a research aim for their role/s within the project that will inform the Viva and Reflection in the Independent Project module in Semester 2.
Module Overview	
Additional Information	This module prepares students for their final independent production module in semester two. The media project they design and pitch in this module will be produced as their final independent project. The Pitch pack should include preproduction paperwork so that students can get straight into production in semester two.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Production Pitch	40	0	MLO1, MLO2
Report	Pitch Pack	60	0	MLO1, MLO3

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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