

Liverpool John Moores University

Title: PRODUCTION MANAGEMENT FOR DIGITAL MEDIA
Status: Definitive
Code: **6021IMEDIA** (119036)
Version Start Date: 01-08-2012

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

Team	Leader
Sarah Haynes	Y
Mark Smith	
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Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00

Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Tutorial	30.000
Workshop	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	GROUP PRESENTATION OF A PROPOSAL FOR A NEW MEDIA SOLUTION	60.0	
Report	REPORT	A 3,000 WORD REPORT DETAILING A RATIONALE FOR THE PROPOSED SOLUTION AND THEIR INDIVIDUAL ROLE IN ITS DEVELOPMENT AND PRESENTATION	40.0	

Aims

1. *To provide students with a project management toolkit for digital media production.*
2. *To foster an organised and coherent approach to planning the production of digital media artefacts.*
3. *To encourage reflection on not just the execution of, but also the planning and organisation of projects.*
4. *To evolve a realisation that resource management is crucial to successful production.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse, evaluate and suggest project management tools and techniques appropriate for the brief set.
- 2 Produce a proposal for a new media project, which clearly demonstrates how the production will be managed.
- 3 Critically reflect and provide a rationale for the proposed solution.

Learning Outcomes of Assessments

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

PRESENTATION	1	2
REPORT	3	

Outline Syllabus

Formulating an appropriate response to a given brief.
Time management principles and tools.
Approaches to scheduling resources over time.
Approaches to and tools for budgeting projects.
Creative problem solving

Learning Activities

Through lectures and workshops students will be introduced to tools and techniques for project management including scheduling and budgeting. Guest lectures will provide case studies and an insight into the ways in which commercial constraints inevitably impact (sometimes causing creative solutions) on the design process. Through tutorials students will be mentored to produce proposals in small teams, which they will then present.

As individuals they will write a reflective essay that demonstrates their individual understanding and their role in the production of the proposal / presentation.

References

Course Material	Book
Author	England, E. and Finney, A.
Publishing Year	2007
Title	Managing Interactive Media
Subtitle	
Edition	
Publisher	Boston, USA: Addison Wesley
ISBN	

Course Material	Book
Author	Hughes, B. and Cotterell, M.
Publishing Year	2005
Title	Software Project Manager
Subtitle	
Edition	
Publisher	Boston, USA: McGraw Hill Higher Education
ISBN	

Course Material	Book
Author	Shelford, T.J. and Remillard, G.A.
Publishing Year	2002
Title	Real Web Project Management
Subtitle	Case Studies and Best Practices from the Trenches
Edition	
Publisher	Boston, USA: Addison Wesley
ISBN	

Notes

Students will be set a 'real world' brief that will engage them in producing a proposed solution that takes into account constraints in terms of budget, resources and time. This will lead students to consider decision making not only in terms of design and concept but also taking into account commercial considerations. Students will be expected to respond creatively in problem solving and working round constraints to propose innovative but affordable solutions.