

## Media Project

### Module Information

2022.01, Approved

#### Summary Information

Module Code	6502IABSIN
Formal Module Title	Media Project
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Institute of the Arts Barcelona

#### Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	5
Tutorial	5
Workshop	40

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
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SEP-PAR	PAR	September	28 Weeks
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## Aims and Outcomes

Aims	The aim of this module is to provide the students with technical and creative skills in the digital media as required for the independent music performer / artists. More specific the modules explores,• Social media Marketing and Presence• Web design and the online identity• Video Production and Editing
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Describe and demonstrate an understanding of the role that social media has in the marketing and promotion of music
MLO2	2	Describe and demonstrate the capacity to build and maintain a personal music website which directly responds to personal brand and market position
MLO3	3	Demonstrate the ability to produce and edit a short music video which responds to a specific brand and market position

## Module Content

Outline Syllabus	This is a practical module designed to develop in the students the skills, knowledge and ability to engage with the on-line and media elements of their own music and brand promotion. The syllabus explores three specific, but interrelated elements. <ul style="list-style-type: none"> <li>• Social Media The students will explore this both from a theoretical and a practical perspective. At the conclusion of this students will have developed the skills, knowledge and ability to develop and manage their presence on social media with specific regards to marketing and brand development.</li> <li>• Web Design Linked to, and part of the students social media presence is the creation of a website. Students will explore core principles of web design and the concept of creating an online design identity and brand.</li> <li>• Video Production Video production (distributed online or elsewhere) is becoming increasingly important for music and artist/brand development. Students will be given technical and theoretical skills in video production and editing.</li> </ul>
Module Overview	
Additional Information	The module aims to provide students with the digital media skills necessary for the modern independent performer. Assessment is via a portfolio of work.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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