

Liverpool John Moores University

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Title: Media Project
Status: Definitive
Code: **6502IABSIN** (124336)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Institute of the Arts Barcelona

Team	Leader
Andrew Sherlock	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 70
Total Learning Hours: 200
Private Study: 130

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Seminar	5
Tutorial	5
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	The production of an integrated media portfolio for the promotions of their work (Video/Web/Social Media)	100	

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*

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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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.

- *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.

- *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.

- *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.

Learning Activities

This module is delivered via

- A lecture programme with associated seminar groups where the core theories and

concepts are explore

- Technical workshops where practical skills and abilities are developed
- Practical projects where theoretical and practical skills are applied
- It is expected that as a level 6 module students will undertake considerable independent work.

Notes

The module aims to provide students with the digital media skills necessary for the modern independent performer. Assessment is via a portfolio of work.