

Liverpool John Moores University

Title: DEVELOPMENT STRATEGIES
Status: Definitive
Code: **6503IM** (111199)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: The Manchester College

Team	Leader
Stuart Borthwick	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 55.00
Total Learning Hours: 120
Private Study: 65

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	3.000
Tutorial	4.000
Workshop	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Statement of Intent	10.0	
Reflection	AS2	Learning Log	10.0	
Reflection	AS4	Evaluation 1000 words	40.0	
Presentation	AS3	Oral presentation	40.0	

Aims

1. To select ideas/concepts of interest within interactive media for further research
2. To experiment with a range of techniques (technical & creative) relevant to their practice
3. Critically evaluate the application to a chosen project
4. Critically evaluate the outcome of this experimentation and its possible

applications

5. *Formulate and present arguments with clarity, fluency and coherence*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate their developing creative practice in a professional context
- 2 Articulate concepts and communicate ideas effectively
- 3 Demonstrate independent critical thinking, effective organisation and initiative relative to the methodologies used
- 4 Deliver a professional oral presentation

Learning Outcomes of Assessments

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

Statement of Intent	1	2	
Learning Log	1	3	
Evaluation 1000 words	1	2	3
Oral presentation	2	3	4

Outline Syllabus

Through lectures and workshops, students will be able to identify key concepts in their area of particular interest. This will be examined through further research and experimentation.

In order to further develop and strengthen subject knowledge, this module provides:

*Experimentation of techniques
Idea generation and development
Skills based workshops
Presentation Skills*

Learning Activities

Skill based workshops will allow the students to experiment with a range of techniques that extend their core skills; this will help in their development as interactive media practitioners.

A series of group tutorials will allow students to reflect upon & discuss their research with their peers.

This module may lead students to an initial concept for their major project module.

All students will have the opportunity for regular one to one tutorials.

References

Course Material	Book
Author	Duarte, N.
Publishing Year	2008
Title	slide:ology
Subtitle	The Art and Science of Creating Great Presentations: The Art and Science of Presentation Design
Edition	
Publisher	O'Reilly Media, Inc.
ISBN	

Course Material	Book
Author	Kristof, R. and Satran, A.
Publishing Year	1995
Title	Interactivity by design
Subtitle	Creating & Communicating with New Media
Edition	
Publisher	Mountain View CA: Adobe Press
ISBN	

Course Material	Book
Author	Reynolds, G.
Publishing Year	2008
Title	Presentation Zen
Subtitle	Simple Ideas on Presentation Design and Delivery (Voices That Matter)
Edition	1st Ed.
Publisher	New Riders
ISBN	

Notes

Students will identify an area of research and experimentation which may be taken further in the major project module. They will have support to try out ideas and test their theories and build strong concepts with well researched foundations for development as Interactive Media products. They will present and discuss the development of their ideas to their peers and tutors.