

Liverpool John Moores University

Title: Collaborative Project
Status: Definitive
Code: **7004IA** (126721)
Version Start Date: 01-08-2021

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

Team	Leader
Mark Smith	Y
Hatana El-Jarn	
Daniel Turner	
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Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 35

Total Learning Hours: 300 **Private Study:** 265

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	4
Tutorial	9
Workshop	22

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Art	Presentation of collaborative project (20-30 minutes)	75	
Reflection	Ref	Individual Critical Evaluation - 1800 words	25	

Aims

1. To provide an opportunity for students to undertake a substantial team-based creative media project, in response to a brief provided by industry.

2. *To develop the students' skill and understanding of communicating ideas, project planning and team management practices.*
3. *To develop the students' knowledge of and thinking about, enterprise and opportunity within the creative media sector.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Exploit a range of media technologies to communicate ideas, information and aesthetic judgements to an audience.
- 2 Demonstrate ability to collaboratively develop, plan and manage a substantial project in response to a brief.
- 3 Demonstrate a sophisticated understanding of the tensions that may lie between user engagement, creativity and commercial concerns, in the development of innovative media products.

Learning Outcomes of Assessments

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

Presentation of Artefact	1	2
Reflection	2	3

Outline Syllabus

This module offers an opportunity for students to undertake a substantial collaborative project. Students will negotiate, develop and manage, a collective vision in response to a brief provided by industry. Students will critically examine, evaluate and deploy a range of methodologies to develop a project that makes informed judgements about the aesthetic and communicative properties of a range of creative media solutions appropriate for the commercial sphere. The module ends with the pitching of their project to the providers of the brief.

Learning Activities

Lectures from staff and industry guests will introduce students to a variety of strategies for the collaborative development of creative projects with commercial constraints. The management of teams, delivering pitches and a variety of solutions to particular briefs will be explored. Workshops and group tutorials will support the planning, development and implementation of all projects; these may employ a variety of creative technologies and media platforms in answer to their brief which will then be delivered as a presentation to staff and industry guests

Notes

This module offers students an exceptional opportunity to begin dialogue with representatives of the creative media industry and respond to briefs (LJMU vetted) provided by them. All grading is by LJMU staff, though formative feedback will be provided by industry representatives at presentation.