

MODULE DIRECTORY

LEVEL 6

ACADEMIC DISCIPLINE OF ART & MEDIA

WALES INSTITUTE OF SCIENCE & ART

2022-2023

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INTRODUCTION

This Module Directory includes all the modules for Level 6 within the Academic Discipline of Art & Media in the academic year 2022-2023.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Module Code	ADAA6000
Title	Independent Project
Date	25/06/2020
Level	6
Credits	40
Pre-Requisites	None

AIM(S)

- To develop the ability of students to engage critically and innovatively with theory and/or practice relevant to their studied subject areas in order to produce a discipline specific in-depth project.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate intellectual skills in the identification of an appropriate topic, problem or challenge for investigation pertinent to their field of study and formulate a suitable plan for further research utilising relevant investigative methods in order to produce a response.
- Evidence in-depth knowledge and critical understanding of principles necessary to underpin their education within chosen field of study and problem solving techniques applicable to this.
- Evidence independence of thought and critical evaluation in the production of an independent piece of work, demonstrating transferable skills through exercising initiative and personal responsibility in planning own learning and self-management.
- Organise knowledge and learning through use of a range of media, and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences.

INDICATIVE CONTENT

- Research paradigms, methods, and techniques of research and enquiry.
- Conducting and writing literature reviews.
- Ethical concerns and the research process.
- Resource, project, and skills management processes and techniques.
- Presenting and illustrating data and information.
- Communication of general, specialist, technical ideas and results.
- Problem solving, creative, entrepreneurial thinking and approaches.
- Collaboration, adaptability and reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	36	9%
Independent learning	364	91%
Placement learning		
TOTAL	400	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Minimum of 3 elements (equivalent to 10,000 words)	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

This will be guided by the student's individual project.

Module Code	ADAA6000	
Module Title	Independent Project	
Classification	Reading List entry	Electronic*
Essential	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Essential	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Essential	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Further	Bessant, J. Et al (2011) <i>Innovation and Entrepreneurship</i> (2 nd Edition).Wiley	
Further	Bowstead, J, M. (2011) <i>A Guide to Preparing your Portfolio: Contemporary Solutions</i> . A&C Black Ltd	
Further	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
Further	Gottschall, Jonathan (2013), <i>The Storytelling Animal: How Stories Make Us Human</i> , Houghton Mifflin	☐

Further	Storr, Will (2020), <i>The Science of Storytelling</i> , William Collins	☐
Further	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
Further	Flick, U. (2014) <i>An Introduction to Qualitative Research</i> , London: SAGE.	☐
Further	Aubrey, K. & Riley, A. (2017) <i>Understanding and Using Challenging Education Theories</i> , London: SAGE.	☒
Further	Brinkmann, S. and Kvale, S. (2018) <i>Doing Interviews (Qualitative Research Kit)</i> . Sage	☐
Further	Gibbs, G. (2018) <i>Analysing Qualitative Data (Qualitative Research Kit)</i> . Sage	☒
Further	Creswell, J. W. (2012). <i>Qualitative inquiry and research design: Choosing among five approaches</i> . Sage	☐
Further	Obschonka, M., Hakkarainen, K., Lonka, K. <i>et al.</i> Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Further	Wood, M. (2010) <i>The Marketing Plan Handbook</i> (4 Edition), Prentice Hall	
Further	https://ec.europa.eu/jrc/en/entrecomp	☒

*Additional specialist books will be listed in module handbooks provided by tutors

Cod y Modwl	ADAA6000C
Teitl	Prosiect Annibynnol
Dyddiad	25/06/2020
Lefel	6
Credydau	40
Rhagofynion	Dim

AMCAN(ION)

- Datblygu gallu myfyrwyr i fynd i'r afael yn feirniadol ac yn arloesol â theori a/neu arfer sy'n berthnasol i'r meysydd pwnc a astudir ganddynt er mwyn llunio prosiect manwl sy'n benodol i'w disgyblaeth.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Arddangos sgiliau deallusol wrth ddynodi pwnc, problem neu her briodol i'w harchwilio sy'n berthnasol i'w maes astudio a ffurfio cynllun addas i'w ymchwilio ymhellach gan ddefnyddio dulliau archwiliadol perthnasol er mwyn llunio ymateb.
- Dangos gwybodaeth fanwl a dealltwriaeth feirniadol o'r egwyddorion sy'n angenrheidiol i ategu eu haddysg o fewn eu maes astudio dewisol a thechnegau datrys problemau sy'n berthnasol i hyn.
- Dangos meddwl annibynnol a gwerthuso beirniadol wrth lunio darn o waith annibynnol, gan arddangos sgiliau trosglwyddadwy trwy ddefnyddio menter a chyfrifoldeb personol wrth gynllunio eu dysgu eu hunain a'u hunanreolaeth.
- Trefnu eu gwybodaeth a'u dysgu trwy ddefnyddio amrywiaeth o gyfryngau, a chyflwyno'u gwaith yn briodol mewn ffordd sy'n ddealladwy i gynulleidfaoedd arbenigol ac anarbenigol.

CYNNWYS DANGOSOL

- Paradeimau ymchwil, dulliau, a thechnegau ymchwil ac ymholi.
- Cynnal ac ysgrifennu adolygiadau llenyddiaeth.
- Pryderon moesegol a'r broses ymchwil.
- Prosesau a thechnegau rheoli adnoddau, prosiectau a sgiliau.
- Cyflwyno a darlunio data a gwybodaeth.
- Cyfathrebu syniadau a chanlyniadau cyffredinol, arbenigol, technegol.
- Datrys problemau, a meddwl a dulliau creadigol ac entrepreneuriaidd.
- Cydweithio, addasu a myfyrio.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	36	9%
Dysgu annibynnol	364	91%
Dysgu drwy leoliadau		
CYFANSWM	400	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig
 ☒ Gwaith cwrs
 ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio	O leiaf 3 elfen (cyfwerth â 10,000 o eiriau)	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Bydd y rhestr yn cael ei llywio gan brosiect unigol y myfyriwr.

Cod y Modwl	ADAA6000C	
Teitl y Modwl	Prosiect Annibynnol	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Hanfodol	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Hanfodol	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Pellach	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
Pellach	Gottschall, Jonathan (2013), <i>The Storytelling Animal: How Stories Make Us Human</i> , Houghton Mifflin	☐
Pellach	Storr, Will (2020), <i>The Science of Storytelling</i> , William Collins	☐
Pellach	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
Pellach	Flick, U. (2014) <i>An Introduction to Qualitative Research</i> , London: SAGE.	☐

Pellach	Aubrey, K. & Riley, A. (2017) <i>Understanding and Using Challenging Education Theories</i> , London: SAGE.	☒
Pellach	Brinkmann, S. and Kvale, S. (2018) <i>Doing Interviews (Qualitative Research Kit)</i> . Sage	☐
Pellach	Gibbs, G. (2018) <i>Analysing Qualitative Data (Qualitative Research Kit)</i> . Sage	☒
Pellach	Creswell, J. W. (2012). <i>Qualitative inquiry and research design: Choosing among five approaches</i> . Sage	☐
Pellach	Obschonka, M., Hakkarainen, K., Lonka, K. <i>et al.</i> Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Pellach	https://ec.europa.eu/jrc/en/entrecomp	☒

Module Code	ADAA6001
Title	Advanced Creative Enquiry
Date	05/05/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To encourage students to consolidate, extend and apply critical research and analysis in order to develop appropriate visual vocabularies.
- To apply critical research and analysis in appropriate visual vocabularies to the development of a proposal for an extended practical production.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Recognise critical and contextual dimensions of the students chosen discipline
- Critically review and synthesise information from a range of sources, including the work of other practitioners.
- Effectively apply a range of analytical, investigative and experimental approaches to their chosen medium.

INDICATIVE CONTENT

- Research into materials and processes
- Develop enquiries/explore issues relating to own work
- Engage with influences from a range of cultural discourses
- Determine solutions to emerging phenomena
- Visual representation of working processes through sketchbooks/visual diaries
- Consider potential audiences and the reception of work
- Individual presentations of working practices and research methodology
- Propose and devise new hypotheses

Students are encouraged to further challenge themselves by exploring new ideas through a sustained enquiry using a wide range of sources. The application of this advanced knowledge will be to the Major Study Module and will inform the conceptual development of the individuals main project work in Level 6.

This module will be delivered through workshops, tutorials, seminars, library research and potentially study trips. The main focus will be a programme of centred workshops to develop the advanced skills required to expand each student's technical resource. Students will be

encouraged to research and identify a particular visual language suitable to fuel their Major Project.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	-	-
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Coursework Portfolio	(5000-word equivalent)	100%

* Portfolio can consist of visual diary, sketchbook, drawing portfolio presenting ideas and concept development. Sources of research and research materials, experimental work.

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

A bibliography of primary and secondary texts is to be developed, under direction from an academic supervisor, by the student. Since the module comprises mostly independent study, it is up to the student to seek out secondary or archival material in the course of their research. Supervisors will guide, and strongly encourage the research process, which may include online journals, audio-visual material, artefacts from Special Collections etc.

Module Code	ADAA6001	
Module Title	Advanced Creative Enquiry	
Classification	Reading List entry	Electronic*
	A bibliography of primary and secondary texts is to be developed, under direction from an academic supervisor, by the student. Since the module comprises mostly independent study, it is up to the student to seek out secondary or archival material in the course of their research. Supervisors will guide, and strongly encourage the research process, which may include online journals, audio-visual material, artefacts from Special Collections etc.	

*Additional specialist books will be listed in module handbooks provided by tutors

Module Code	ADFM6002
Title	Graduate Project Pitch
Date	23/04/2020
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To offer the student an opportunity to thoroughly research and communicate an appropriate project idea in a manner that reflects practices and standards found in the subject area.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Identify and critically evaluate an appropriate area of study for their proposed project.
- Communicate effectively a critical synthesis of the research relevant to their project idea, using contemporary methods and techniques.

INDICATIVE CONTENT

- Project definition.
- Research opportunities, methods, and techniques.
- Project synopsis.
- Project treatment.
- Project planning.
- Target audience identification and user expectation.
- Further development in project design or definition such as test recordings, proof of concept demos, screenplays, real or virtual models, storyboards, etc.
- Audio-visual communication techniques.
- Specific to the student's research needs, with advice and support from specialist academic staff.

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Oral presentation	10 minutes	70%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Pitch Document	1,500 words	30%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	30%
Practical	70%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM6002	
Module Title	Graduate Project Pitch	
Classification	Reading List entry	Electronic*
Essential	Reynolds, G. (2012) Presentation Zen: Simple Ideas On Presentation Design and Delivery (2nd Edition). Berkeley: New Riders.	☐
Further	Ryan, M. A. (2017) Producer to Producer: A Step-By-Step Guide To Low-Budget Independent Film Producing (2nd Edition). Los Angeles: Michael Wiese	☐
Further	Harris, C (2016) Jaws in Space: Powerful Pitching For Film And TV Screenwriters. Harpenden: Creative Essentials.	☐
Further	Bernard, S. C. (2016) Documentary Storytelling: Creative Non-Fiction On Screen (4th Edition). New York: Routledge.	☐
Further	Rabiger, M. (2016) Developing Story Ideas (3rd Edition). New York: Routledge.	☐

Cod y Modwl	ADFM6002C
Teitl	Cynnig Syniadau ar gyfer y Prosiect Graddedig
Dyddiad	23/04/2020
Lefel	6
Credydau	20
Rhagofynion	Dim

AMCAN(ION)

- Cynnig cyfle i'r myfyriwr ymchwilio'n drylwyr a chyfleu syniad prosiect priodol mewn modd sy'n adlewyrchu arferion a safonau sydd i'w cael yn y maes pwnc.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Dynodi a gwerthuso'n feirniadol faes astudio priodol ar gyfer ei brosiect arfaethedig.
- Cyfleu'n effeithiol synthesis beirniadol o'r ymchwil sy'n berthnasol i'w syniad prosiect, gan ddefnyddio dulliau a thechnegau cyfoes.

CYNNWYS DANGOSOL

- Diffinio prosiectau.
- Cyfleoedd, dulliau a thechnegau ymchwil.
- Crynodeb o'r prosiect
- Ymdriniaeth â'r prosiect.
- Cynllunio prosiectau.
- Dynodi cynulleidfaoedd targed a disgwyliadau defnyddwyr.
- Datblygiad pellach mewn dylunio neu ddiffinio prosiectau megis recordiadau prawf, demos prawf cysyniad, sgriptiau ffilm, modelau go iawn neu rithwir, byrddau stori ac ati.
- Technegau cyfathrebu clywedol.
- Yn benodol i anghenion ymchwil y myfyriwr, gyda chynghor a chymorth gan staff academaidd arbenigol.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	48	24%
Dysgu annibynnol	152	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	200	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☐ Gwaith cwrs ☒ Ymarferol

Dull asesu	Maint	Pwysiad
Cyflwyniad llafar	10 munud	70%

Elfen Asesu 2

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Dogfen Cynnig Syniadau	1,500 o eiriau	30%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0%
Gwaith cwrs	30%
Ymarferol	70%
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM6002C	
Teitl y Modwl	Cynnig Syniadau ar gyfer y Prosiect Graddedig	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Reynolds, G. (2012) Presentation Zen: Simple Ideas On Presentation Design and Delivery (2nd Edition). Berkeley: New Riders.	☐
Pellach	Ryan, M. A. (2017) Producer to Producer: A Step-By-Step Guide To Low-Budget Independent Film Producing (2nd Edition). Los Angeles: Michael Wiese	☐
Pellach	Harris, C (2016) Jaws in Space: Powerful Pitching For Film And TV Screenwriters. Harpenden: Creative Essentials.	☐
Pellach	Bernard, S. C. (2016) Documentary Storytelling: Creative Non-Fiction On Screen (4th Edition). New York: Routledge.	☐
Pellach	Rabiger, M. (2016) Developing Story Ideas (3rd Edition). New York: Routledge.	☐

Module Code	ADFM6004
Title	The Film Festival
Date	01/04/2019
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- This module explores the theoretical and artistic nature film curatorship.
- To challenge students to create an exhibition for targeted events and demographics.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically explore the theoretical and methodological aspects of film exhibition;
- implement a sophisticated and extensive understanding of the practical aspects of film exhibition.

INDICATIVE CONTENT

- Curatorship.
- Solo versus group exhibitions.
- Exhibition marketing.
- Mediating Film.
- Cultures and Politics of Display.
- Time and Space of Performance.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Final year solo film for exhibition.	10-minute film for exhibition	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	0
Practical	100
TOTAL	100%

READING LIST

Module Code	ADFM6004	
Module Title	The Film Festival	
Classification	Reading List entry	Electronic*
Essential	De Valck, M. (2016) Film Festivals: History, Theory, Method, Practice. New York: Routledge.	☐
Further	Kerrigan, F. (2017) Film Marketing (2 nd Edition). New York: Routledge.	☐
Further	Bosma, P (2015) Film Programming: Curating For Cinemas, Festivals And Archives. New York: Wallflower Press.	☐
Further	Hing-Yuk Wong, C (2011) Film Festivals: Culture, People And Power On The Global Screen. New Brunswick: Rutgers University Press.	☐
Further	Parks, S (2012) The Insider's Guide To Independent Film Distribution (2 nd Edition). Oxford: Focal Press.	☐
Further	Craig, B (2016) Sundance: A Festival Virgin's Guide (3 rd Edition). Alberta: Cinemagine Media	☐
Further	Kerrigan, F. (2017) Film Marketing (2 nd Edition). New York: Routledge.	☐
Further	Bosma, P (2015) Film Programming: Curating For Cinemas, Festivals And Archives. New York: Wallflower Press.	☐

Module Code	ADFM6005
Title	Graduate Project
Date	23/04/2020
Level	6
Credits	40
Pre-Requisites	None

AIM(S)

- To offer the student the opportunity to develop and realise their Major Project idea with continual one-to-one tutorial support and supervision, developing the innovative, creative and communicative skills of the student before typically leading to a public showing of the work.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Produce an artefact that reflects contemporary thinking and practice within the film and TV industry.
- Prepare and present a critical reflection and rigorous justification of their final artefact.

INDICATIVE CONTENT

- Research at the forefront of the discipline.
- Ongoing and adaptive use of comprehensive project planning.
- Evidence of creative professional and creative skills
- Design, realisation and defence of the artefact.

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	96	24%
Independent learning	304	76%
Placement learning	0	0
TOTAL	400	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Presentation	20 minutes	30%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Artefact	15 minutes	70%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	30%
Practical	70%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM6005	
Module Title	Graduate Project	
Classification	Reading List entry	Electronic*
Essential	Wales, L. M. (2017) The Complete Guide to Film And Digital Production: The People And The Process (3rd edition). New York: Focal Press.	☐
Further	Rooney, B. and Belli, M. L. (2016) Directors Tell the Story: Master The Craft Of Television And Film Directing (2nd Edition). New York: Routledge.	☐
Further	Cleve, B (2017) Film Production Management: How to Budget, Organize and Successfully Shoot Your Film (4th Edition). New York: Focal Press	☐
Further	Rizzo, M. (2014) The Art Direction Handbook for Film And Television (2nd Edition). Oxford: Focal Press	☐
Further	Ryan, M. A. (2017) Producer to Producer: A Step-By-Step Guide To Low-Budget Independent Film Producing (2nd Edition). Los Angeles: Michael Wiese.	☐
Further	Dancyger, K (2010) The Technique of Film And Video Editing (5 th Edition). Oxford: Focal Press.	☐

Cod y Modwl	ADFM6005C
Teitl	Prosiect Graddedig
Dyddiad	23/04/2020
Lefel	6
Credydau	40
Rhagofynion	Dim

AMCAN(ION)

- Cynnig cyfle i'r myfyriwr ddatblygu a gwireddu syniad ei Brosiect Mawr gyda chymorth a goruchwyliaeth un-i-un barhaus drwy diwtorialau, gan ddatblygu sgiliau arloesol, creadigol a chyfathrebol y myfyriwr cyn arwain yn nodweddiadol at arddangos y gwaith yn gyhoeddus.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Creu arteffact sy'n adlewyrchu'r meddwl ac arfer cyfoes o fewn y diwydiant ffilm a theledu.
- Paratoi a chyflwyno adfyfrio beirniadol a chyfiawnhad trwyadl am ei arteffact terfynol.

CYNNWYS DANGOSOL

- Ymchwil sydd ar flaen y ddisgyblaeth.
- Defnydd parhaus ac addasol o gynllunio prosiectau'n gynhwysfawr.
- Tystiolaeth o sgiliau creadigol a phroffesiynol
- Dylunio, gwireddu ac amddiffyn yr arteffact.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	96	24%
Dysgu annibynnol	304	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	400	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☐ Gwaith cwrs ☒ Ymarferol

Dull asesu	Maint	Pwysiad
Cyflwyniad	20 munud	30%

Elfen Asesu 2

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Artefact	15 munud	70%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0
Gwaith cwrs	30%
Ymarferol	70%
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM6005C	
Teitl y Modwl	Prosiect Graddedig	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Wales, L. M. (2017) The Complete Guide to Film And Digital Production: The People And The Process (3rd edition). New York: Focal Press.	☐
Pellach	Rooney, B. and Belli, M. L. (2016) Directors Tell the Story: Master The Craft Of Television And Film Directing (2nd Edition). New York: Routledge.	☐
Pellach	Cleve, B (2017) Film Production Management: How to Budget, Organize and Successfully Shoot Your Film (4th Edition). New York: Focal Press	☐
Pellach	Rizzo, M. (2014) The Art Direction Handbook for Film And Television (2nd Edition). Oxford: Focal Press	☐
Pellach	Ryan, M. A. (2017) Producer to Producer: A Step-By-Step Guide To Low-Budget Independent Film Producing (2nd Edition). Los Angeles: Michael Wiese.	☐
Pellach	Dancyger, K (2010) The Technique of Film And Video Editing (5 th Edition). Oxford: Focal Press.	☐

Module Code	ADFM6009
Title	Music Video Production
Date	14/09/2020
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To advance the wide ranging skills established in the production stages of digital audio visual design and construction To develop a portfolio of recorded works, demonstrating practical and theoretical knowledge of software and hardware tools.
- To develop a greater awareness of creative experimentation within the union of sound and vision in the production of a cohesive innovative product

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- Demonstrate a highly developed competence in the planning and management of an audio visual production required in the assembly of a creative, contemporary experimental sequence or production.
- Originate a range of appropriate creative digital audio visual elements that combine as a solution to an identified student led experiential challenge.

INDICATIVE CONTENT

- Project and production planning.
- Edit planning.
- Advanced digital audio visual image gathering technology and practice for still and moving image.
- Advanced creative experimental photography and its application to a combined sound and image production.
- Visual components, line, shape, tone, colour, movement and rhythm.
- Compositing techniques in the still and moving image.
- Lighting for effects.
- Advanced lighting for still and moving image, theory and practice.
- Application of audio to the moving image.
- Advanced computer-controlled post-production techniques, non-linear editing techniques, narrative, continuity.
- Compression and destination of the final edit.

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Audio Visual Production: Music Video (minimum 3 minutes) The student is required to deliver a Music Video piece demonstrating their independent management and organisation of the production pipeline. Design and develop from concept through production, edit and output experimental sound and vision artefact that defines the originator's intention and objective.	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM6009	
Module Title	Music Video Production	
Classification	Reading List entry	Electronic*
Essential	De Man Brecht (2019) <i>Intelligent Music Production</i> Focal Press	
Essential	Burns L. (2019) <i>The Bloomsbury Handbook of Popular Music Video Analysis</i> Bloomsbury	
Essential	Arnold G. & Cookney D (2017) <i>Music, Video, History Aesthetics in media</i> Bloomsbury publishing	
Essential	Owsinski, B (2010) <i>The Musician's video handbook</i> . Hal Leonard Corp.	☐
Essential	Camara, C (2014) <i>Music Video Ideas</i> . Acachi Press	☒
Essential	Honthaner, E. L. (2010) <i>The Complete Film Production Handbook</i> . Focal	☒
Essential	Owens, J. & Millerson, G. (2012) <i>Television Production</i> . Focal Press.	
Further	Parks, S. (2012) <i>The Insider's Guide to Independent Film Distribution</i> . Focal Press.	☐
Further	Edwards, R. & Skerbelis, M. (2012) <i>The Complete Filmmaker's Guide to Film Festivals</i> . Michael Wiese.	☐
Further	Thurlow, C. & Thurlow, M. (2013) <i>Making Short Films: the Complete Guide From Script to Screen</i> . Bloomsbury Academic.	☐
Further	Kleiler, D & Moses, R. (1998) <i>You Stand There</i> . Three Rivers Press.	☐
Further	Journals American Cinematographer (The ASC, monthly) Screen International (EMAP, weekly) Broadcast (EMAP, weekly) Websites www.screendaily.com www.broadcastnow.com www.theasc.com	☒

Module Code	ADFM6011
Title	Final Portfolio and Showreel
Date	14/09/2020
Level	6
Credits	40
Pre-Requisites	None

AIM(S)

- Employ a theoretical and creatively-applied understanding of the key technical production elements of the chosen specialism.
- Produce a professional Industry-ready portfolio demonstrating expertise and a high level of specialism.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Conceive and apply a relevant suite of project- and self-management skills.
- Evidence the process-management and pipeline of an individual programme of self-directed learning.
- Critically appraise their own learning and contextualise their methodologies and aesthetic stance with current Industry trends and practices.

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	96	24%
Independent learning	304	76%
Placement learning	0	0
TOTAL	400	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Development portfolio, all project assets (equivalent 3000 words)	20%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Final Viva presentation. 20 minutes plus questions	20%

Assessment Component 3

☒ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume / word count or equivalent	Weighting
Coursework	Professional showreel portfolio	60%

Assessment Summary

Activity type	Percentage
Written	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM6011	
Module Title	Final Portfolio and Showreel	
Classification	Reading List entry	Electronic*
Essential	Hepworth-Sawyer R. (2019) <i>Producing Music: Perspectives on Music Production</i>	
Essential	De Man B. (2019) <i>Intelligent Music Production</i> Focal Press	
Essential	Miller S. (2017) <i>Paved: The Complete Navigated guide to succeed in the Music Industry</i> Rocket Press	
Essential	Bull B. (2016) <i>Take the Bull by the Horns: Seize the moment</i> Finite publishing	
Essential	Wikstrom, P. (2013) <i>The Music Industry: Music in the Cloud</i> , 2 nd Edition. Polity Press.	☒
Essential	Passman, D. (2014) <i>All You Need To Know About The Music Industry</i> : 8 th Edition. Rosetta Books, LLC.	☒

Essential	Fisher, J. P. (2011) <i>Ruthless Self Promotion for the Music Industry</i> , 2 nd Edition	☐
Essential	King, M. (2009) <i>Music Marketing: Press, Promotion, Distribution and Retail</i> . Berklee Press.	☐
Essential	Rogers, J. (2013) <i>The Death and Life of the Music Industry in the Digital Age</i> . Bloomsbury Publishing.	☐
Essential	http://www.ipo.gov.uk/ http://www.aandronline.com/ http://www.thebuzzfactor.com/ http://www.knowthemusicbiz.com/ http://www.prsformusic.com http://www.musicweek.com/ http://www.musiciansunion.org.uk/ http://www.welshmusicfoundation.com/ http://www.own-it.org/ http://www.bized.co.uk http://www.bytestart.co.uk	☒

Module Code	ADFM6010
Title	Radio Broadcast
Date	14/09/2020
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- Investigate current practices in the Radio Broadcast industry through exploring production tools and formats associated with the practice to enable the creation of contemporary broadcast content.
- Create content in collaboration with external parties, e.g. presenters, actors or musicians.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically engage with current standards, practices and technologies.
- Demonstrate creative skills and expertise through analysis of current media and the planning and generation of original content.

INDICATIVE CONTENT

- Project and Production Planning
- Broadcast analysis of popular and current radio programming
- Broadcast Production
- Sound and Recording Production - recording audio for a range of productions, e.g. radio play or interviews
- Broadcast Journalism
- Technologies relating to outdoor broadcast and recording
- Mixing and mastering using industry standard protocols
- The types of media explored includes news and current affairs, documentary, radio drama, radio comedy, panel discussions, music shows and podcasts.

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Broadcast-ready production of 30-minute audio documentary.	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM6010	
Module Title	Radio Broadcast	
Classification	Reading List Entry	Electronic*
Essential	Game Changers: Radio: Insights and lessons from the world's best radio broadcasters and programmers, Craig Bruce Bad Producer Productions (10 Oct. 2019)	☐
Essential	Radio Production: A Manual for Broadcasters by Robert McLeish and Jeff Link, Focal Press; 4 edition (17 Aug. 1999)	☒
Essential	Essential Radio Skills: How to Present and Produce a Radio Show (Professional Media Practice), Peter Stewart, Bloomsbury 3PL (26 Oct. 2006)	☒
Essential	Radio Secrets: An insider's guide to presenting and producing powerful content for broadcast and podcast, David Lloyd Rethink Press (11 July 2019)	☐

Cod y Modwl	ADFM6010C
Teitl	Darlledu Radio
Dyddiad	14/09/2020
Lefel	6
Credydau	20
Rhagofynion	Dim

AMCAN(ION)

- Ymchwilio i arferion cyfredol yn y diwydiant Darlledu Radio trwy archwilio offer a fformatau cynhyrchu sy'n gysylltiedig â'r arfer i alluogi creu cynnwys darlledu cyfoes.
- Creu cynnwys mewn cydweithrediad â phartïon allanol, e.e. cyflwynwyr, actorion neu gerddorion.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Ymgysylltu'n feirniadol â safonau, arferion a thechnolegau cyfredol.
- Dangos sgiliau ac arbenigedd creadigol trwy ddadansoddi cyfryngau cyfredol a chynllunio a chreu cynnwys gwreiddiol.

CYNNWYS DANGOSOL

- Cynllunio Prosiectau a Chynyrchiadau
- Dadansoddi darllediadau o raglenni radio poblogaidd a chyfredol
- Cynhyrchu darllediadau
- Cynhyrchu Sain a Recordiadau – recordio sain ar gyfer ystod o gynyrchiadau, e.e. dramâu radio neu gyfweiliadau
- Newyddiaduraeth Ddarlledu
- Technolegau yn ymwneud â darlledu a recordio yn yr awyr agored
- Cymysgu a llunio fersiwn meistr gan ddefnyddio protocolau safonol y diwydiant
- Mae'r mathau o gyfryngau a archwilir yn cynnwys newyddion a materion cyfoes, raglenni dogfen, dramâu radio, comedi radio, trafodaethau panel, sioeau cerddoriaeth a phodlediadau.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	48	24%
Dysgu'n annibynnol	152	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	200	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull Asesu	Maint/cyfrif geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Cynhyrchu rhaglen ddogfen sain 30 munud yn barod i'w darlledu.	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0
Gwaith cwrs	100%
Ymarferol	0
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM6010C	
Teitl y Modwl	Darlledu Radio	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Game Changers: Radio: Insights and lessons from the world's best radio broadcasters and programmers, Craig Bruce Bad Producer Productions (10 Oct. 2019)	☐
Hanfodol	Radio Production: A Manual for Broadcasters by Robert McLeish and Jeff Link, Focal Press; 4 edition (17 Aug. 1999)	☒
Hanfodol	Essential Radio Skills: How to Present and Produce a Radio Show (Professional Media Practice), Peter Stewart, Bloomsbury 3PL (26 Oct. 2006)	☒
Hanfodol	Radio Secrets: An insider's guide to presenting and producing powerful content for broadcast and podcast, David Lloyd Rethink Press (11 July 2019)	☐

Cod y Modwl	ADFM6011C
Teitl	Portffolio Terfynol a Thâp Arddangos
Dyddiad	14/09/2020
Lefel	6
Credydau	40
Rhagofynion	Dim

AMCAN(ION)

- Defnyddio dealltwriaeth ddamcaniaethol a gymhwysir yn greadigol o brif elfennau cynhyrchu technegol y maes arbenigedd a ddewiswyd.
- Llunio portffolio proffesiynol sy'n barod i'r diwydiant sy'n dangos medrusrwydd a lefel uchel o arbenigedd.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Llunio a chymhwyso cyfres berthnasol o sgiliau rheoli prosiect a hunanreoli.
- Dangos tystiolaeth o reoli proses a llif rhaglen unigol o ddysgu hunangyfeiriol.
- Arfarnu eu dysgu eu hunain yn feirniadol a chyd-destunoli eu methodolegau a'u safbwynt esthetig gyda thueddiadau ac arferion cyfredol y Diwydiant.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	96	24%
Dysgu'n annibynnol	304	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	400	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/cyfrif geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Portffolio datblygu, holl asedau'r prosiect (cyfwerth â 3000 o eiriau)	20%

Elfen Asesu 2

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/cyfrif geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Cyflwyniad Viva terfynol. 20 munud ynghyd â chwestiynau	20%

Elfen Asesu 3

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/cyfrif geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Portffolio tâp arddangos proffesiynol	60%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM6011C	
Teitl y Modwl	Portffolio Terfynol a Thâp Arddangos	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Hepworth-Sawyer R. (2019) <i>Producing Music: Perspectives on Music Production</i>	
Hanfodol	De Man B. (2019) <i>Intelligent Music Production</i> Focal Press	
Hanfodol	Miller S. (2017) <i>Paved: The Complete Navigated guide to succeed in the Music Industry</i> Rocket Press	
Hanfodol	Bull B. (2016) <i>Take the Bull by the Horns: Seize the moment</i> Finite publishing	
Hanfodol	Wikstrom, P. (2013) <i>The Music Industry: Music in the Cloud</i> , 2 nd Edition. Polity Press.	☒
Hanfodol	Passman, D. (2014) <i>All You Need To Know About The Music Industry</i> : 8 th Edition. Rosetta Books, LLC.	☒
Hanfodol	Fisher, J. P. (2011) <i>Ruthless Self Promotion for the Music Industry</i> , 2 nd Edition	☐

Hanfodol	King, M. (2009) <i>Music Marketing: Press, Promotion, Distribution and Retail</i> . Berklee Press.	☐
Hanfodol	Rogers, J. (2013) <i>The Death and Life of the Music Industry in the Digital Age</i> . Bloomsbury Publishing.	☐
Hanfodol	http://www.ipo.gov.uk/ http://www.aandronline.com/ http://www.thebuzzfactor.com/ http://www.knowthemusicbiz.com/ http://www.prsformusic.com http://www.musicweek.com/ http://www.musiciansunion.org.uk/ http://www.welshmusicfoundation.com/ http://www.own-it.org/ http://www.bized.co.uk http://www.bytestart.co.uk	☒
Pellach	Barker, S.; Cole, R. (2009) <i>Brilliant Project Management (Revised Edition): What The Best Project Managers Know, Do And Say</i> , London: Prentice Hall.	☐

Côd y Modwl	ADGD6001C
Teitl	Portffolio Graddio
Dyddiad	05/05/2021
Lefel	6
Credydau	60
Rhagofynion	

AMCAN(ION)

- Datblygu sgiliau cyfathrebu a sgiliau arloesol a chreadigol y myfyrwyr, gan arwain at bortffolio sylweddol o waith sy'n cydbwyso ffocws academiaidd y datblygiad gweledol hunangyfeiriedig unigol, a hefyd yn adlewyrchu natur ryngddisgyblaethol arferion celf, dylunio a chyfryngau cyfoes.
- Annog hunan-gymhelliad, datblygiad a gallu'r myfyrwyr i ymchwilio, gan eu galluogi i arwain eu disgyblaeth. Amlygir hyn drwy ymchwilio ac ymholi myfyrgar mewn prosiectau personol, a rhyngweithio cydweithredol rhwng y cleient/cyswllt allanol a'r myfyriwr.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- adnabod a gwerthuso'n feirniadol syniad (syniadau) sy'n heriol yn ddeallusol ac a fyddai'n briodol ar gyfer ymchwiliad Mawr;
- cyfleu'n effeithiol y meysydd ymchwil, yr atebion dylunio, y gofynion technegol a'r fanyleb gyffredinol sy'n berthnasol i syniad (syniadau) y Prosiect Mawr, gan ddefnyddio dulliau a thechnegau cyfoes;
- rheoli proses ymchwil, cynhyrchu a gwerthuso estynedig mewn dull mor effeithiol â phosibl.

CYNNWYS DANGOSOL

- Diffinio a datblygu'r prosiect
- Paratoi cynigion i'w trafod
- Atgyfnerthu sgiliau cyfathrebu ar gyfer prosiectau cydweithredol
- Trafod gyda sefydliadau/cleientiaid allanol
- Cyfleoedd ymchwil a dulliau casglu data
- Synthesis y prosiect a chymwysiadau traws-ddisgyblaethol
- Cynllunio a chymhwyso'r prosiect
- Ystyried materion a chanlyniadau moesegol, cynaliadwy a chyfreithiol

- Cyflwyno a gwerthuso'r prosiect

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu yn y modd hwn:

Math o weithgaredd	Oriau	Canran
Dysgu ar yr amserlen	144	24%
Dysgu'n annibynnol	456	76%
Dysgu drwy leoliadau		
CYFANSWM	600	100%

ASESU

(Ticiwch un)

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Gwaith Cwrs	Cyferwerth â 15000 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADGD6001C	
Teitl Modwl	Portffolio Graddio	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Brazell D, (2017). <i>Becoming a Successful Illustrator</i> , London, Bloomsbury Publishing	☐
Hanfodol	D&AD (2020). <i>2020 Annual</i> . Available at: https://www.dandad.org/annual/2020/home/professional/	☒
Hanfodol	Glaser, Jessica Knight, Carolyn (2010) <i>The Graphic Design Exercise Book: Creative Briefs to Enhance Your Skills and Develop Your Portfolio</i> . Frances Lincoln	☐
Hanfodol	Kelley, Tom & Kelley, David (2013) <i>Creative Confidence: Unleashing the Creative Potential Within Us All</i> . New York: Crown Publishing	☐
Hanfodol	Male, Alan (2014) <i>Illustration: meeting the brief</i> . Bloomsbury Visual Arts	☐
Hanfodol	Spencer, W.B. (2014). <i>Breaking In: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired</i> , New York: Tuk Tuk Press.	☐

Hanfodol	Taylor, Fig (2013) <i>How to create a portfolio & get hired a guide for graphic designers and illustrators</i> : Rotovision	☐
Pellach	Berger, J. (2016). <i>Why Things Catch On</i> , London: Simon and Schuster.	☒
Pellach	D&AD (2020). <i>The Copy Book (Bibliotheca Universalis)</i> . Cologne: Taschen Gmbh.	☒
Pellach	D&AD (2020). <i>The Copy Book (Bibliotheca Universalis)</i> . Cologne: Taschen Gmbh.	☒
Pellach	Hegarty, J (2017) <i>Hegarty on Advertising: Turning Intelligence into Magic</i> , London: Thames and Hudson Ltd	☒
Pellach	Hegarty, J. (2014) <i>Hegarty on Creativity: There are No Rules</i> , London: Thames and Hudson Ltd.	☒
Pellach	Kelley, T & Kelley, D (2013). <i>Creative Confidence: Unleashing the Creative Potential Within Us All</i> , New York : Crown Publishing	☐
Pellach	Malinic, R. (2019) <i>Book of Branding - a guide to creating brand identity for startups and beyond</i> , London: Brand Nu Ltd.	☐
Pellach	McCandless, D. (2014) <i>Knowledge is Beautiful</i> . William Collins: London	☐
Pellach	McDevitt MK, (2018). <i>Illustration Workshop: Find Your Style, Practice Drawing Skills, and Build a Stellar Portfolio</i> , London, Chronicle Books	☐
Pellach	Neumeler, Marty (2006) Zag. <i>The #1 Strategy of High-Performance Brands</i> . New York: AIGA Design Press	☐
Pellach	Ogilvy, D. (2007) <i>Ogilvy on Advertising</i> , London: Welbeck Publishing Group	☐
Pellach	Rendgen, S, (2020) <i>Information Graphics</i> . Taschen	☐
Pellach	Rees D, (2017). <i>How to be an Illustrator</i> , 2nd edition, London: Laurence King Publishing	☐
Pellach	Shaughnessy, Adrian (2010) <i>How to be a Graphic Designer, Without Losing Your Soul</i> Lawrence King	☐
Pellach	Spencer, W.B. (2014). <i>Breaking In: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired</i> , New York: Tuk Tuk Press	☐

*Bydd llyfrau arbenigol ychwanegol yn cael eu rhestru mewn llawlyfrau modiwlau a ddarperir gan diwtoriaid

Module Code	ADMA6000
Title	Independent Project
Date	25/06/2020
Level	6
Credits	40
Pre-Requisites	None

AIM(S)

- To develop the ability of students to engage critically and innovatively with theory and/or practice relevant to their studied subject areas in order to produce a discipline specific in-depth project.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate intellectual skills in the identification of an appropriate topic, problem or challenge for investigation pertinent to their field of study and formulate a suitable plan for further research utilising relevant investigative methods in order to produce a response.
- Evidence in-depth knowledge and critical understanding of principles necessary to underpin their education within their chosen field of study and problem solving techniques applicable to this.
- Evidence independence of thought and critical evaluation in the production of an independent piece of work, demonstrating transferable skills through exercising initiative and personal responsibility in planning own learning and self-management.
- Organise their knowledge and learning through use of a range of media, and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences.

INDICATIVE CONTENT

- Research paradigms, methods, and techniques of research and enquiry.
- Conducting and writing literature reviews.
- Ethical concerns and the research process.
- Resource, project, and skills management processes and techniques.
- Presenting and illustrating data and information.
- Communication of general, specialist, technical ideas and results.
- Problem solving, creative, entrepreneurial thinking and approaches.
- Collaboration, adaptability and reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	36	9%
Independent learning	364	91%
Placement learning		
TOTAL	400	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Minimum of 3 elements (equivalent to 10,000 words)	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

This will be guided by the student's individual project.

Module Code	ADMA6000	
Module Title	Independent Project	
Classification	Reading List entry	Electronic*
Essential	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Essential	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Essential	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Further	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
Further	Gottschall, Jonathan (2013), <i>The Storytelling Animal: How Stories Make Us Human</i> , Houghton Mifflin	☐

Further	Storr, Will (2020), <i>The Science of Storytelling</i> , William Collins	☐
Further	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
Further	Flick, U. (2014) <i>An Introduction to Qualitative Research</i> , London: SAGE.	☐
Further	Aubrey, K. & Riley, A. (2017) <i>Understanding and Using Challenging Education Theories</i> , London: SAGE.	☒
Further	Brinkmann, S. and Kvale, S. (2018) <i>Doing Interviews (Qualitative Research Kit)</i> . Sage	☐
Further	Gibbs, G. (2018) <i>Analysing Qualitative Data (Qualitative Research Kit)</i> . Sage	☒
Further	Creswell, J. W. (2012). <i>Qualitative inquiry and research design: Choosing among five approaches</i> . Sage	☐
Further	Obschonka, M., Hakkarainen, K., Lonka, K. et al. Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Further	https://ec.europa.eu/jrc/en/entrecomp	☒

Cod y Modwl	ADMA6000C
Teitl	Prosiect Annibynnol
Dyddiad	25/06/2020
Lefel	6
Credydau	40
Rhagofynion	Dim

AMCAN(ION)

- Datblygu gallu myfyrwyr i fynd i'r afael yn feirniadol ac yn arloesol â theori a/neu arfer sy'n berthnasol i'r meysydd pwnc a astudir ganddynt er mwyn llunio prosiect manwl sy'n benodol i'w disgyblaeth.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Arddangos sgiliau deallusol wrth ddynodi pwnc, problem neu her briodol i'w harchwilio sy'n berthnasol i'w maes astudio a ffurfio cynllun addas i'w ymchwilio ymhellach gan ddefnyddio dulliau archwiliadol perthnasol er mwyn llunio ymateb.
- Dangos gwybodaeth fanwl a dealltwriaeth feirniadol o'r egwyddorion sy'n angenrheidiol i ategu eu haddysg o fewn eu maes astudio dewisol a thechnegau datrys problemau sy'n berthnasol i hyn.
- Dangos meddwl annibynnol a gwerthuso beirniadol wrth lunio darn o waith annibynnol, gan arddangos sgiliau trosglwyddadwy trwy ddefnyddio menter a chyfrifoldeb personol wrth gynllunio eu dysgu eu hunain a'u hunanreolaeth.
- Trefnu eu gwybodaeth a'u dysgu trwy ddefnyddio amrywiaeth o gyfryngau, a chyflwyno'u gwaith yn briodol mewn ffordd sy'n ddealladwy i gynulleidfaoedd arbenigol ac anarbenigol.

CYNNWYS DANGOSOL

- Paradeimau ymchwil, dulliau, a thechnegau ymchwil ac ymholi.
- Cynnal ac ysgrifennu adolygiadau llenyddiaeth.
- Pryderon moesegol a'r broses ymchwil.
- Prosesau a thechnegau rheoli adnoddau, prosiectau a sgiliau.
- Cyflwyno a darlunio data a gwybodaeth.
- Cyfathrebu syniadau a chanlyniadau cyffredinol, arbenigol, technegol.
- Datrys problemau, a meddwl a dulliau creadigol ac entrepreneuriaidd.
- Cydweithio, addasu a myfyrio.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	36	9%
Dysgu annibynnol	364	91%
Dysgu drwy leoliadau		
CYFANSWM	400	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig
 ☒ Gwaith cwrs
 ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio	O leiaf 3 elfen (cyfwerth â 10,000 o eiriau)	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Bydd y rhestr yn cael ei llywio gan brosiect unigol y myfyriwr.

Cod y Modwl	ADMA6000C	
Teitl y Modwl	Prosiect Annibynnol	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Hanfodol	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Hanfodol	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Pellach	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
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Pellach	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
Pellach	Flick, U. (2014) <i>An Introduction to Qualitative Research</i> , London: SAGE.	☐

Pellach	Aubrey, K. & Riley, A. (2017) <i>Understanding and Using Challenging Education Theories</i> , London: SAGE.	☒
Pellach	Brinkmann, S. and Kvale, S. (2018) <i>Doing Interviews (Qualitative Research Kit)</i> . Sage	☐
Pellach	Gibbs, G. (2018) <i>Analysing Qualitative Data (Qualitative Research Kit)</i> . Sage	☒
Pellach	Creswell, J. W. (2012). <i>Qualitative inquiry and research design: Choosing among five approaches</i> . Sage	☐
Pellach	Obschonka, M., Hakkarainen, K., Lonka, K. <i>et al.</i> Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Pellach	https://ec.europa.eu/jrc/en/entrecomp	☒

Module Code	ADVA6000
Title	Independent Project
Date	25/06/2020
Level	6
Credits	40
Pre-Requisites	None

AIM(S)

- To develop the ability of students to engage critically and innovatively with theory and/or practice relevant to their studied subject areas in order to produce a discipline specific in-depth project.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate intellectual skills in the identification of an appropriate topic, problem or challenge for investigation pertinent to their field of study and formulate a suitable plan for further research utilising relevant investigative methods in order to produce a response.
- Evidence in-depth knowledge and critical understanding of principles necessary to underpin their education within their chosen field of study and problem solving techniques applicable to this.
- Evidence independence of thought and critical evaluation in the production of an independent piece of work, demonstrating transferable skills through exercising initiative and personal responsibility in planning own learning and self-management.
- Organise their knowledge and learning through use of a range of media and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences.

INDICATIVE CONTENT

- Research paradigms, methods, and techniques of research and enquiry.
- Conducting and writing literature reviews.
- Ethical concerns and the research process.
- Resource, project, and skills management processes and techniques.
- Presenting and illustrating data and information.
- Communication of general, specialist, technical ideas and results.
- Problem solving, creative, entrepreneurial thinking and approaches.
- Collaboration, adaptability and reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	36	9%
Independent learning	364	91%
Placement learning		
TOTAL	400	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Minimum of 3 elements (equivalent to 10,000 words)	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

This will be guided by the student's individual project.

Module Code	ADVA6000	
Module Title	Independent Project	
Classification	Reading List entry	Electronic*
Essential	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Essential	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Essential	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Further	Bessant, J. Et al (2011) <i>Innovation and Entrepreneurship</i> (2 nd Edition).Wiley	
Further	Bowstead, J, M. (2011) <i>A Guide to Preparing your Portfolio: Contemporary Solutions</i> . A&C Black Ltd	
Further	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
Further	Gottschall, Jonathan (2013), <i>The Storytelling Animal: How Stories Make Us Human</i> , Houghton Mifflin	☐
Further	Storr, Will (2020), <i>The Science of Storytelling</i> , William Collins	☐

Further	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
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Further	Gibbs, G. (2018) <i>Analysing Qualitative Data (Qualitative Research Kit)</i> . Sage	☒
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Further	Obschonka, M., Hakkarainen, K., Lonka, K. <i>et al.</i> Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Further	Wood, M. (2010) <i>The Marketing Plan Handbook</i> (4 Edition), Prentice Hall	☐
Further	https://ec.europa.eu/jrc/en/entrecomp	☒

*Additional specialist books will be listed in module handbooks provided by tutors

Cod y Modwl	ADVA6000C
Teitl	Prosiect Annibynnol
Dyddiad	25/06/2020
Lefel	6
Credydau	40
Rhagofynion	Dim

AMCAN(ION)

- Datblygu gallu myfyrwyr i fynd i'r afael yn feirniadol ac yn arloesol â theori a/neu arfer sy'n berthnasol i'r meysydd pwnc a astudir ganddynt er mwyn llunio prosiect manwl sy'n benodol i'w disgyblaeth.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Arddangos sgiliau deallusol wrth ddynodi pwnc, problem neu her briodol i'w harchwilio sy'n berthnasol i'w maes astudio a ffurfio cynllun addas i'w ymchwilio ymhellach gan ddefnyddio dulliau archwiliadol perthnasol er mwyn llunio ymateb.
- Dangos gwybodaeth fanwl a dealltwriaeth feirniadol o'r egwyddorion sy'n angenrheidiol i ategu eu haddysg o fewn eu maes astudio dewisol a thechnegau datrys problemau sy'n berthnasol i hyn.
- Dangos meddwl annibynnol a gwerthuso beirniadol wrth lunio darn o waith annibynnol, gan arddangos sgiliau trosglwyddadwy trwy ddefnyddio menter a chyfrifoldeb personol wrth gynllunio eu dysgu eu hunain a'u hunanreolaeth.
- Trefnu eu gwybodaeth a'u dysgu trwy ddefnyddio amrywiaeth o gyfryngau, a chyflwyno'u gwaith yn briodol mewn ffordd sy'n ddealladwy i gynulleidfaoedd arbenigol ac anarbenigol.

CYNNWYS DANGOSOL

- Paradeimau ymchwil, dulliau, a thechnegau ymchwil ac ymholi.
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- Pryderon moesegol a'r broses ymchwil.
- Prosesau a thechnegau rheoli adnoddau, prosiectau a sgiliau.
- Cyflwyno a darlunio data a gwybodaeth.
- Cyfathrebu syniadau a chanlyniadau cyffredinol, arbenigol, technegol.
- Datrys problemau, a meddwl a dulliau creadigol ac entrepreneuriaidd.
- Cydweithio, addasu a myfyrio.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	36	9%
Dysgu annibynnol	364	91%
Dysgu drwy leoliadau		
CYFANSWM	400	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig
 ☒ Gwaith cwrs
 ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio	O leiaf 3 elfen (cyfwerth â 10,000 o eiriau)	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Bydd y rhestr yn cael ei llywio gan brosiect unigol y myfyriwr.

Cod y Modwl	ADVA6000C	
Teitl y Modwl	Prosiect Annibynnol	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Cottrell S, (2015) <i>Skills for Success Personal Development and Employability</i> , 3 rd edition, Palgrave. London.	☒
Hanfodol	ASET, 2013 <i>Good Practice Guide for Workbased Learning and Placement Learning in Higher Education</i>	☒
Hanfodol	Gray, D.E. (2018) <i>Doing Real World Research</i> , London: SAGE.	☐
Pellach	Gallagher K, (2016) <i>Essential Study and Employment Skills For Business and Management Students</i> , Oxford	☐
Pellach	Gottschall, Jonathan (2013), <i>The Storytelling Animal: How Stories Make Us Human</i> , Houghton Mifflin	☐
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Pellach	Cohen, L. Manion, L. and Morrison, K. (2017) <i>Research Methods in Education</i> , 8 th edition London: Routledge.	☒
Pellach	Flick, U. (2014) <i>An Introduction to Qualitative Research</i> , London: SAGE.	☐

Pellach	Aubrey, K. & Riley, A. (2017) <i>Understanding and Using Challenging Education Theories</i> , London: SAGE.	☒
Pellach	Brinkmann, S. and Kvale, S. (2018) <i>Doing Interviews (Qualitative Research Kit)</i> . Sage	☐
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Pellach	Obschonka, M., Hakkarainen, K., Lonka, K. <i>et al.</i> Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. <i>Small Bus Econ</i> 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	☒
Pellach	https://ec.europa.eu/jrc/en/entrecomp	☒

Module Code	ADVA6001
Title	Advanced Creative Enquiry
Date	05/05/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To encourage students to consolidate, extend and apply critical research and analysis in order to develop appropriate visual vocabularies.
- To apply critical research and analysis in appropriate visual vocabularies to the development of a proposal for an extended practical production.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Recognise critical and contextual dimensions of the students chosen discipline
- Critically review and synthesise information from a range of sources, including the work of other practitioners.
- Effectively apply a range of analytical, investigative and experimental approaches to their chosen medium.

INDICATIVE CONTENT

- Research into materials and processes
- Develop enquiries/explore issues relating to own work
- Engage with influences from a range of cultural discourses
- Determine solutions to emerging phenomena
- Visual representation of working processes through sketchbooks/visual diaries
- Consider potential audiences and the reception of work
- Individual presentations of working practices and research methodology
- Propose and devise new hypotheses

Students are encouraged to further challenge themselves by exploring new ideas through a sustained enquiry using a wide range of sources. The application of this advanced knowledge will be to the Major Study Module and will inform the conceptual development of the individuals main project work in Level 6.

This module will be delivered through workshops, tutorials, seminars, library research and potentially study trips. The main focus will be a programme of centred workshops to develop the advanced skills required to expand each student's technical resource. Students will be encouraged to research and identify a particular visual language suitable to fuel their Major Project.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	-	-
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Coursework Portfolio	5,000-word equivalent	100%

Portfolio can consist of visual diary, sketchbook, drawing portfolio presenting ideas and concept development. Sources of research and research materials, experimental work.

Assessment Summary

Activity type	Percentage
Written exam	-
Coursework	100%
Practical	-
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADVA6001	
Module Title	Advanced Creative Enquiry	
Classification	Reading List entry	Electronic*
	A bibliography of primary and secondary texts is to be developed, under direction from an academic supervisor, by the student. Since the module comprises mostly independent study, it is up to the student to seek out secondary or archival material in the course of their research. Supervisors will guide, and strongly encourage the research process, which may include online journals, audio-visual material, artefacts from Special Collections etc.	

*Additional specialist books will be listed in module handbooks provided by tutors