

Academic and Contemporary Skills for Film and Media



Academic and Contemporary Skills for Film and Media (CAMF4001)

Level 4 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Wednesday 9:15 – 12:15 (DR002 Media Lab & DR004)

Module Tutor

Brett Aggersberg (b.aggersberg@tsd.ac.uk)
Dafydd Rowlands Room DR101

Module Support

Richard Beecher (r.beecher@tsd.ac.uk)
Dafydd Rowlands Room DR101

For times when the tutor is available for consultation, check the office hours on the office door and turn up for an appointment. If you need to consult the course team urgently, please email the staff member concerned.

AIM(S)

- To introduce students to key theoretical and practical approaches within Film and Media writing and presentation.
- To develop an awareness of a wide range of sources available for practical research and the ability to deploy them, and to consider the methodologies of such research.

LEARNING OUTCOMES

By the end of this module students should be able to:

- demonstrate an appropriate level of understanding of the use and relative value of a range of visual, written and electronic sources;
- show a capacity for independent research, presented in a variety of formats;
- identify, adapt and use appropriate professional and academic methods for responsible and effective research activity;
- demonstrate their presentation, collaboration, and writing skills through activities, self-reflective practice, and the use of a variety of new media tools.

INDICATIVE CONTENT

Within the context of film and media, students will engage with academic and contemporary practices for research and presentations. Students will apply the academic and practical techniques introduced in this module to the composition of a project that explores a chosen area of research. Students will develop academic skills by exploring audio-visual and written sources, including the Internet, photographic, film, radio and television archives.

ASSESSMENT

Coursework 100%

Assessment 1 (50%): Portfolio (to the equivalent of 2000 words)

Two summative tasks that demonstrate the theory and practice of academic rigour, implementing of new media technology within the creation and reflection of project work.

Assessment 2 (50%): Presentation and reflective journal (to the equivalent of 2000 words)

A 10 minute academic presentation utilising presentation skills, research, and the use of new media. This should also include a reflective journal documenting the experiential aspects of the module. This should be developed parallel to the other assessments as a record of activities. This can be a written piece of approximately 800 words, or as a blog of equivalent length.

Assessment Criteria

You will be marked on your academic and presentation skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form at the end of this booklet.

Coursework submission instructions

Hand in 2 separate copies of your work on disc to Y Cwad counter on the day of the deadline. You must conform to the following guidelines for submitting your work and accompanying disc, labelled as follows:

Surname_Identifier_ModuleCode_AssignmentNumber
(An example would be Blogs_nh000_CAMF4001_1)

- Both the paper work, including the receipt, and the disc should be submitted in an A4 transparent 'reinforced pocket'.
- The disc should be submitted in a case (the thinner the better), a CD sleeve, an envelope or, if properly labelled, left loose in the reinforced pocket.
- The disc or its case/envelope should be physically labelled with your name. If you write on the CD-ROM you should use a marker pen designed for the purpose, NOT a pencil or ballpoint pen that may scratch the surface of the disc and make it unreadable.

You should always check the disc is readable on another computer; this will ensure that all necessary files have been copied onto the disk. If you get an error then you should check that you have not missed off copying any of the files from your computer onto the disk.

Written work must be a Microsoft Word compatible word-processed document formatted with double line spacing and include references for all third party content you have used

(books, images, websites, films etc) and must conform to the School Reference Guidelines (booklet available separately). There must be a word count at the end of the document.

Where appropriate, the assignments will be submitted on disc to Y Cwad and as an electronic document via email. You will be given a receipt for the physical submission and should not assume that the electronic copy has been received until a confirmation email has been sent from your tutor.

Assessment 1 will involve to equally weighted tasks utilising academic ideas through new media technology. These will be set early on, but will be due in at the end of the module.

Assessment 2 requires a research presentation to be given to the class on a set date (detail in the week by week breakdown). The presentation may be filmed for assessment purposes. The presentation should be 10 minutes in length, including any audio visual material you deem appropriate. It should make use of presentation tools to support your delivery of the work. You should submit a copy of the presentation, notes, and script on CD-ROM. If you have written your reflective journal in a Word processor this should be included on the disc. If you have completed the journal as a blog, you should submit the address at the same time as the presentation and ensure it remains live and accessible. You will be given time (detailed in the week by week breakdown) between the presentation and the submission of the finished reflective journal.

Assessment Criteria

You will be marked on your critical evaluation skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form at the end of this booklet.

Deadline: Thursday 10 January 2013
Feedback due: Thursday 7 February 2013

Module evaluation:

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes above when making your evaluation.

The following software will be used on this module:

Microsoft Office, Prezi, Keynote, blogging services, Moodle, Evernote, Dropbox. Other web based software will be recommended each week.

The Media Demonstrator/Technician will be available at the following times for semester 1 to provide equipment and support:

Monday 10am-2pm
Tuesday 10am-2pm
Wednesday 10am-4:30pm
Friday 10am-2pm

Audio visual equipment should be booked out at least 48hrs in advance using the booking forms available from the Media Lab and office DR101.

MODULE RESOURCES

Reading List:

Essential

Bolton, G. (2005) *Reflective Practice. Writing and Professional Development*. London: Sage.

Chater, K. (2002) *Research for Media Production* (2nd ed.). Oxford: Focal Press.

Cottrell, S. (2008) *Study Skills Handbook*. Basingstoke: Palgrave.

Moon, J.A. (2006) *Learning Journals*. London: Routledge.

Thompson, S. and Thompson, N. (2009) *The Critically Reflective Practitioner*. Basingstoke: Palgrave.

Recommended

Anderson, P. (2012) *Web 2.0 and Beyond: Principles and Technologies*. London: Chapman and Hall / CRC.

Bertrand, I. and Hughs, P. (2004) *Media Research Methods: Audiences, Institutions, Texts*. Basingstoke: Palgrave.

Black, J. and Roberts, C. (2011) *Doing Ethics in Media: Theories and Practical Applications*. London: Routledge.

Brennen, B. (2012) *Qualitative Research Methods for Media Studies: An Introduction*. London: Routledge.

Cottrell, S. (2008) *Critical Thinking Skills: Developing Effective Analysis and Argument*. Basingstoke: Palgrave.

Davies, G. (2010) *The Presentation Coach: Bare Knuckle Brilliance For Every Presenter*. Oxford: Capstone Publishing Ltd.

Ess, C. (2009) *Digital Media Ethics*. Cambridge: Polity Press.

Fairbank, G. and Winch, C. (2011) *Reading, Writing and Reasoning: A Guide for Students* (3rd ed.). Milton Keynes: Open University Press.

Gallo, C. (2010) *The Presentation Secrets of Steve Jobs*. London: McGraw-Hill.

Greetham, B. (2008) *How to Write Better Essays*. Basingstoke: Palgrave.

Hughs, J. (2012) *SAGE Internet Research Methods*. London: Sage Publications Ltd.

Johns, C. (2009) *Becoming a Reflective Practitioner* (3rd ed.). Oxford: Wiley-Blackwell.

Long, P. and Wall, T. (2009) *Media Studies: Texts, Production and Context*. Harlow: Pearson Education.

Mann, S. (2010) *Study Skills for Art, Design & Media Students*. Harlow: Pearson Education.

Marshall, L. A. & Rowland, F. (1999) *A Guide to Learning Independently*. Milton Keynes: Open University Press.

Reynolds, G. (2008) *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Berkeley: New Riders.

Roberts, B. (2001) *Biographical Research: Understanding Social Research*. Milton Keynes: Open University Press.

Rose, G. (2009) Visual Methodologies: An Introduction to the Interpretation of Visual Materials. London: Sage Publications Ltd.

Sturken, M. (2009) Practices of Looking: An Introduction to Visual Culture (2nd ed.). Oxford: Oxford University Press.

Students will be directed to appropriate online resources over the course of the module.

MODULE TIMETABLE

<i>Session</i>	<i>Date</i>	<i>Lesson Theme</i>	<i>Activity</i>
1	Oct 3	Introduction- What are Academic and Contemporary Skills and how will they support my degree? Web 2.0	Set up a blog for this module using a service of your choice.
2	Oct 10	Film and Media Professional Principles	Capture, edit, and compress a short video clip.
3	Oct 17	Analogue and Digital Research Tools	Find a resource in the LRC. Document the process as steps. Assignment 1 Set
4	Oct 24	Self Reflection	Review a peers blog.
5	Oct 31	Importance of Context- Images	Activity to be set in class. Assignment 2 Set
	Nov 7	Reading week	Plan a topic to be researched for presentation
6	Nov 14	Presentation Techniques 1- The person	Research Steve Jobs and compare him to Steve Bullmer.
7	Nov 21	Presentation Techniques 2- The show	Create the outline of your presentation in Powerpoint, Keynote, or Prezi.
8	Nov 28	Collaboration. inc. support for presentation	Set up and contribute to a Wiki topic. To be set during the lesson.
9	Dec 5	Digital Diary inc. support for presentation	Hyperlinks and dynamic documents
10	Dec 12	Assessment 2- Presentations to be made	Assessment 2- Presentations to be made
	Jan 10	ASSESSMENT DEADLINE All assessments to be submitted	Assessment 2- Reflective Journal to be completed
	Feb 7	DEADLINE FOR ASSESSMENT FEEDBACK	

Summative Assessment: end-of-module appraisal and feedback on outcomes

Learning Outcomes Achieved:

	Poor	Weak	Average	Good	Excellent
Demonstrate an appropriate level of understanding of the use and relative value of a range of visual, written and electronic sources;					
Show a capacity for independent research, presented in a variety of formats;					
Identify, adapt and use appropriate professional and academic methods for responsible and effective research activity;					
Demonstrate their presentation, collaboration, and writing skills through activities, self-reflective practice, and the use of a variety of new media tools.					

Staff feedback on the work produced for this module:

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Mark:

Assessment 1	
Assessment 2	

**Please note that all marks are provisional until agreed/confirmed at the final Exam Board of the academic year.*