

Level 4 Induction Project

Student name:		Student ID number:	
Programme:	BA (Hons) Set Design and Production		
Module:	Induction Week Short Project		
Module code:		Contribution to Overall Module	
Lecturer:	John Hill	Internal Verifier:	Stacy Jo Atkinson
Assignment Title:	Stage Name	Word count (or equivalent):	Coursework
Submission deadline:	Tuesday, October 4	Return date of provisional marks & written feedback:	
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes

- Critically analyse a specific text and dramatic genre from a design perspective and understand 'visual communication'.

TASK DESCRIPTION

This task is part of your induction week and gives you the opportunity to flex your creative wings a little. As with all tasks and projects, it's important that you read and comprehend what is being asked of you. If in doubt, re-read or seek out clarification from a member of the academic team. So, here we go.

Part One

Choose **one** of the genres listed below.

- Action
- Comedy
- Drama
- Fantasy
- Horror
- Mystery
- Romance
- Thriller

Select a film, a TV piece or a theatre piece that fits this genre.

Choose a character from your chosen piece.

Create your new stage name from the name of the character and your first name.

An example is useful at this point.

I will choose horror as my genre, choose a 1922 film called *Nosferatu* and select the lead character, the vampire *Nosferatu*. Therefore, my new stage name could either be *John Nosferatu* or *Nosferatu John*.

Part Two

Look at each letterform in your new stage name and find the equivalent letter shape in your surroundings. In the case of my stage name, the letter **o** in **John** could find its equivalent in a round apple.

On your phone or camera, photograph anything that looks like one of your required letterforms. It could be outside, in your kitchen, part of the staircase or building, etcetera.

The creative challenge of this project lies in choosing a letter shape that fits your genre.

If I thought of my new stage name in light of this, then I might leave that round apple to decay a bit on the windowsill before photographing it.

You need to show us your full stage name in your chosen genre.

Your final name can be printed out or digitally accessible to show on the big TV or your laptop.

You can use any software or processes at your disposal.

Have fun.