

ASSIGNMENT SPECIFICATION

Student Name:		Student P Number:	
Programme:	MA 3D Computer Animation, MArts 3D Computer Animation, MArts Creative Computer Games Design, MArts Music Technology	Faculty/School:	FAD/SGDA
Module:	Research Methods and Communication	Module Level:	7
Module Code:	M7X01586	Contribution to Overall Module Assessment (%):	50
Lecturer:	Al Kang	Internal Verifier:	Henry Lutman
Assignment Title:	Story Pack	Assignment No (x of x):	1 of 2

Hand Out Date:		Submission Date:	14.12.2020	Feedback Date:	14.01.21
----------------	--	------------------	------------	----------------	----------

Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the 'author' and details of the source of the work (e.g. book, journal, website etc.).						
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.						
Student's Signature:	Assignments will not be accepted without a signature here and date >	Date of Submission:					
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.			<table> <tr> <td>YES</td><td></td></tr> <tr> <td>NO</td><td>v</td></tr> </table>	YES		NO	v
YES							
NO	v						

Penalties for late submission: Up to one week late, maximum mark of 40% for first attempt.
Work cannot be accepted after one week and will be recorded as a non-submission 0%.

- The Assignment Specification Form **MUST** be at the front of all assignment submission. Assignments will not be accepted without this form, as it is a requirement that you sign the disclosure regarding referencing conventions.
- **DO NOT** include this form in your Turnitin submission or it will match many similarities with other students' submissions.

ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes Being Assessed:

Critically evaluate and comment upon a range of approaches to creative research in regard to a collaborative or commercial venture;

Deploy systematic research methods appropriate to an organised and discipline specific inquiry;

Critically apply the appropriate digital media/technologies to communicate in an explicit and informative manner to a professional audience.

Task

Research, write, and submit a story proposal, complete with logline, synopsis and script.

This will be supported by a specific and detailed needs requirement, with the research following an established and justified methodology. Critical perspectives on contemporary practice within the field of choice should frame this work. 1500 words.

A suggested format for the proposal document follows (unnumbered items in grey text are completed in the second coursework element of this module-not for the current brief).

logline

1.Introduction to the Project.

2.Project-specific research.

Critical and contextual review

3.Script/Screenplay

4.Target Audience and Market Research

Results

Evaluation and Conclusion.

5.References.

Appendices, if needed (including portfolio elements if not added in text)

Typically, most students should also present a portfolio containing the creative visual or audio work(s) that supports this aspect of your research. This presentation will be assessed via a presentation of 15 minutes highlighting the key points of the research proposal and contextualised accompanying portfolio, followed by a 5-10 minute Q&A session. This question of practice-based portfolio will be addressed in the lectures as well as in tutorials.

The proposal should demonstrate an element of contemporary insight into an area related to your primary subject area, showing some degree of innovation and originality. Assuming satisfactory progress, you will be tasked to develop this story proposal into a series pitch for the latter half of this module.

All files used in the development of the project (i.e. Maya, Photoshop, Zbrush, audio files, etc.) are to be included in upload to Turn-it-In, in addition to the separate paper.

Guidance for Students in the Completion of Tasks

(Lecturer – please insert additional guidance for students here e.g. working methods / physical resources / references / Moodle resources / websites etc.)

•Engagement with Literature Skills

This assessment area is weighted at 10% for the proposal.

Your work must be informed and supported by scholarly material that is relevant to and focused on the task(s) set; you should make use of scholarly reviews and primary sources, as appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide range of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the credibility of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide evidence of your research/own reading throughout your work, using correctly a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

•Knowledge and Understanding Skills

This assessment area is weighted at 20% for the proposal.

At level 7, you should be able to demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice, with a comprehensive understanding of techniques applicable to your own research or advanced scholarship. Your work must demonstrate your growing mastery of these concepts, principles, current challenges, innovation and insights associated with the subject area. Knowledge relates to the facts, information and skills you have acquired through your learning. You demonstrate your understanding by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the contemporary concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the extent to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

•Cognitive and Intellectual Skills

This assessment area is weighted at 30% for the proposal.

You should be able to: evaluate critically current research and advanced scholarship in the discipline; evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses; deal with complex issues both systematically and creatively to make sound judgements in the absence of complete data. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of experts within the subject area is crucial to you providing a reasoned and informed debate within your work. Your choice of methodologies to gather data and information must be rigorously defended. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid, persuasive conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

•Practical Skills

This assessment area is weighted at 30% for the proposal.

At level 7, you should be able to demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline. This includes acting autonomously in planning and implementing tasks at a professional or equivalent level, originality in tackling and solving problems, and decision-making in complex and unpredictable contexts or situations.

You should be able to demonstrate mastery of the leading edge subject-related concepts and ideas as they relate to real world situations and/or particular contexts. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in those contexts or circumstances, to assess current situations, perhaps to formulate plans or plausible, justifiable recommendations to solve problems, or to propose new models, or to create artefacts, which may be innovative and creative, thereby demonstrating your understanding of how the boundaries of knowledge are advanced through research and/or application. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others.

•Transferable Skills for Life and Professional Practice

This assessment area is weighted at 10% for the proposal.

Your work must provide evidence of the qualities and transferable skills necessary for postgraduate-level employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments. This includes demonstrating: the independent learning ability for continuing professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks, projects and procedures, whether individually and/or collaboratively, to a professional level; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms for a variety of audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Assessment & Feedback

(Lecturer – please insert clear statement of how the work will be assessed and feedback provided here, e.g. Your sketchbook and samples will be used to assess **Learning Outcome 1** using the following Common Assessment and Marking Criteria: **1. Research (Design):** Systematic exploration and selection of sources; effective interpretation and evaluation of findings. You will be provided with written feedback and the opportunity to discuss your performance in a studio tutorial)

1. Engagement with Literature Skills	Mark:		Weighting:	10
---	-------	--	------------	----

Guidance specific to this assessment:

For this research proposal task, make sure to identify adequate sources for your literature review using some in text where appropriate but also having an adequate body of reading identified and accessible to support the whole project for Section 5. References.

2. Knowledge and Understanding Skills	Mark:		Weighting:	20
--	-------	--	------------	----

Guidance specific to this assessment:

Throughout your proposal but especially in your 1. Introduction and section 2 Project Specific Research, you should identify the rationale or importance of your research in relation to the disciplinary field.

3. Cognitive and Intellectual	Mark:		Weighting:	30
--------------------------------------	-------	--	------------	----

Guidance specific to this assessment:

Throughout your proposal, but especially in Section 3. Methodology and 4. Proposed Outcomes, you should engage with examples of other current research in your field and outline your methodological approach and decisions as well as identify the outcomes that will emerge from your research. These outcomes will need to relate to the methodology and methods that you choose.

4. Practical Skills	Mark:		Weighting:	30
----------------------------	-------	--	------------	----

Guidance specific to this assessment:

This task encourages you to follow a practice-based approach, where you will be reflecting on your practice (i.e. drawing, painting, sculpting, animating, etc) and providing audio or visual examples that tie in with your writing, this approach lends itself well to your disciplines, but this area can also be demonstrated in just your writing and research pursuits without penalty, if so then the particular context you are pursuing will be clarified in tutorials and in reference to the above Practical Skills guideline, most likely in relation to case-studies.

5. Transferable Skills for Life and Professional Practice	Mark:		Weighting:	10
---	-------	--	------------	----

Guidance specific to this assessment:

For this task you should ensure that your work is free from typographical or grammatical errors and is appropriate to a research audience. The 'tone' of your writing should be professional and at the postgraduate level, exhibiting independent learning and sound judgement in approaches and arguments

6. Personal Learning & Development	Mark:		Weighting:	
------------------------------------	-------	--	------------	--

7. Professional Practice	Mark:		Weighting:	10
--------------------------	-------	--	------------	----

Assessed by:	Al Kang	Verified by:		Date:	
--------------	---------	--------------	--	-------	--