

Major Project Stage One



2017-18

M6X01898

Major Project Stage One (M6X01898)

Level 6 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Tuesday 15.00 -17.00

Lecture and Workshop: Thursday 15:00 – 17:00

Module Tutor

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Module Support

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For times when the tutors are available for consultation please refer to Moodle and make an appointment. If you need to consult the course team urgently, please email the staff member concerned.

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, scripts, 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

MODULE AIMS AND LEARNING OUTCOMES FOR ASSESSMENT

AIMS

Stage 1 of the Major Project offers the student an opportunity to thoroughly research a problem area and to communicate that information with intended solutions to an audience in a manner that reflects practices and standards found in industry.

LEARNING OUTCOMES

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

- Identify and critically evaluate an intellectually challenging idea that would be appropriate for their Major Project.
- Communicate effectively the research areas, design solutions, technical requirements, and overall specification relevant to their Major Project idea, using contemporary methods and techniques.

Transferable Skills:

Note-taking, oral expression, research skills, communication, evaluative and analytical skills, interview, and media production.

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 when making your evaluation.

Timetable:

The module is taught over a ten week period, starting in week one of Semester one. Each class will last for three hours, with two classes per week.

LEARNING AND TEACHING STRATEGY

Introductory lectures will delineate the indicative content above, encouraging the depth of research and development necessary for a project of this size, duration and level. The material specific to the student's individual research needs will be addressed through a scheduled programme of one-to-one tutorials.

BIBLIOGRAPHY

Project-specific texts determined in conjunction with supervisors

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

The bibliography is subject to change depending on available software and associated texts.

MODULE OUTLINE

You will be expected to conduct non-assessed tasks as part of your development on this module.

<i>Week</i>	<i>Lesson Theme</i>	<i>Activity/Notes</i>
1	Introduction to Module. Goal Setting. Initial Research. Assessment Negotiation	Students research and prepare brief presentations on potential Major Project
2	Research & Development of Major Project Idea. Consultation process. Rough Pitch Draft	Students continue research and development process in consultation with academic staff and present a rough draft of their pitches
3	The Pitching Process	Students refine and present pitches of Major Project
4	Fundraising and Feasibility	Students analyse the requirements for Major Projects, assess appropriate fundraising options and present plans for practical realisation of Major Project
5	Project Proposal – First Draft	First draft proposals to be delivered by 9am Monday of this week for feedback, discussion and development
6	Visualisation	Students research, prepare and present key images to assist in visualisation of Major Project
7	Project Proposal – Second Draft	Second draft proposals to be delivered by 9am Monday of this week for feedback, discussion and development
8	Production Calendar/Budgeting	Students plan production aspects of Major Project, discuss and agree schedule
9	Stage One Finalisation	Students continue development of Major Project and prepare for Viva presentation
10	Viva Presentation	Students present Viva in individually-scheduled time slot, week of 5 th December 2016
11	Semester two preparation	
12	Semester two preparation	

This schedule is subject to change and students are advised to check Moodle for the latest module information.

ASSESSMENT

Assessment Component 1 – Practical: Oral Presentation (50%)

Exemplar. Each student presents his/her proposal in a manner that simulates a 'pitch' in industry, where the student formally presents all the research and preparatory work together with a detailed indication of intent for the following stages.

A minimum of two, but normally three lecturers are present for the assessment. The presentation lasts twenty minutes with a further ten minutes to explore the proposal more fully by questions and answers. After the student has left the room, another ten minutes are allocated for the lecturers to discuss and allocate appropriate grades.

Assessment Component 2 – Coursework: Essay (50%)

Exemplar. An in-depth and analytical study of an area of research associated with the individuals chosen subject or area of interest. 3000 words.

Assessment Summary

Activity type	Percentage
Coursework	50
Practical	50
TOTAL	100%

You will be marked against how you addressed the intended learning outcomes of the module, as shown on the Module Feedback Form at the end of this booklet, as well as on your creative, technical craft, and production skill
Coursework Submission Instructions

You must conform to the following guidelines for submitting your work:

Supporting Viva Material

- High quality MPEG 4 file(s),
- The file(s) should be in a folder with the following label structure:
 - Student Number_ModuleCode_Assignment Number
- Visuals should be labelled clearly with the title of the production,
- Submission should be made via Moodle by the deadline. *Check that the exported file will fit the upload limit set by Moodle.*
- A copy of the presentation should also be submitted to the staff office by the deadline.

Written Work

- The file(s) should be in a folder with the following label structure-
StudentName_StudentNumber_ModuleCode_AssignmentNumber
- Written work must be a Microsoft Word (or PDF's for scripts and storyboards) compatible 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.
- Folders of mixed file formats can be submitted as an archived Zip file.
- Written material must be submitted as a hard copy comb bound with a cover and contents page.
- Files should be submitted via Moodle and in hard copy to the staff office by the deadline.

DEADLINE AND FEEDBACK

Deadline (both components): 1/12/17
Feedback (both components): 19/01/18

Feedback is an essential part of University life. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between Academic staff and students, between peers or between colleagues) or formal (for example as part of written or tutorial assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication process.

During your studies you will therefore receive feedback in many ways, including the following:

Dialogue between teachers and students in formal classes.

Direct questions and responses from teachers inside and outside formal classes.

Email correspondence between teachers and students.

Interactions between students and teachers using the module message board on Moodle.

Informal comments and responses to pitches and presentations in classes.

Comments and annotations added to written submissions, such as essays and reflective journals.

Formal written feedback in response to assignments recorded on the summative assessment module feedback forms.

You will have an opportunity to discuss your feedback with your tutor. Feedback will be returned on assessed work within twenty clear working days of submission.