

ASSIGNMENT SPECIFICATION

Student name:	<i>Assignments will not be accepted without a name here</i>	Student P number:	<i>Assignments will not be accepted without P number</i>
Programme:	BA/MArts(Hons) Creative Computer Games Design	Faculty/School:	FAD/SGDA
Module:	Creative Practice 4	Module Level (4, 5, 6, 7):	5
Module code:	M5X01568	Contribution to Overall Module Assessment (%):	100%
Lecturer:	J. Carroll	Internal Verifier:	D. Bainton
Assignment Title:	Production Team Presentation & Individual Reflective Analysis 2	Assignment No (x of x):	1 of 1

Hand Out Date:	February 2018	Submission Date:	03/05/2018	Feedback Date:	By 04.06.18
-----------------------	---------------	-------------------------	------------	-----------------------	-------------

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I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people.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:	<i>Assignments will not be accepted without a signature here and date ></i>	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.			YES	✓
			NO	

Penalties for late submission: Up to one week late, maximum mark of 40% for first attempt.
Work cannot be accepted after 1 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.

This form must be signed and submitted with your assignment

ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes being Assessed:

1. Successfully manage the production pipeline.
2. Develop and produce sophisticated and professional new media objects within the context of a production team.

Task

For this assessment the students will work in teams to produce a production plan for an existing project.

The overall outcome to this module is to evidence the process of the artefact's production as much as the artefact itself. It is important that each individual understands their role within the team and can realistically plan the pipeline of their own contribution throughout the production cycle.

Each individual will also produce a project diary of their contribution to the project which they are planning. This should take the form of a 1250 word document.

The assignment will complete with a team demonstration of the production plan and with the submission of the project diaries to Turnitin.

In completing the assignment each student should be able to generate and/or demonstrate the following:

- The production pipeline;
- Project management, scheduling, and control (including scope, documentation, time and people management, etc.);
- Developing and pitching ideas;
- Identify target audience;
- Sustainability: futures thinking, critical and creative thinking, systemic thinking;
- Addressing environmental impact;
- Project-dependent subject matters.
- An overall finished design artefact.

Guidance for Students in the Completion of Tasks

Ideas:

In the development of ideas and material you should embrace as many sources of inspiration as possible and not simply limit yourself to a google image search or the video games within your idea's genre; embrace music, architecture, natural history and art galleries (this is not an exhaustive list) as these can make excellent sources of inspiration and help evolve and generate ideas. Try to think laterally when struggling and remove yourself from your comfort zone.

Production diary:

The diary must demonstrate evidence of the production plan being implemented and its effects and affects, both positive and negative, through-out the project. Changes in the production plan must be demonstrated and evidenced, and the production plan must be analysed for its overall effectiveness.

Other:

Each student on the production teams will contribute an equal amount of work throughout the assignment.

Assessment & Feedback

Assessment Component 1 – Practical (50%)

Exemplar: Create a relatively complex new media object from an original idea and externalize and evidence the production process of the new media object. This is to be delivered as a Production Team demonstration. In the demonstration each student will be allocated 5 minutes (a team of 4 should take 20 minutes, a team of 5 should take 25 minutes etc.).

Assessment Component 2 – Coursework (50%)

Exemplar: Externalise and evidence the group planning and development work (for example in a mood boards, reference, concept art, Product Definition Document, storyboard, cue sheets, dope sheets, media files, presentations, etc.) Produce a 1250 word critical reflective analysis of the production process.

Marking and weighting:

1. Research & Analysis - 20%

- Appropriate use of visual research to aid the design process.
- A solution to the problem has been derived from a sound conceptual base.
- A realistic, honest and critical self- evaluation is provided that highlights both the strengths and weaknesses of the project and suggest ways in which these lessons maybe carried forward

2. Development - 40%

- Ideas and work are clearly iterated.
- A realistic schedule has been drawn up.
- The work produced is of a professional standard.
- Problems found and solved are clearly documented.
- There is evidence of creative experimentation.

5. Presentation & Communication - 30%

- An effective communications plan has been identified.
- The presentation demonstrates the design process.
- The presentation takes the required time (+/- 10%)
- The communications strategy is effective and transparent.

7. Professional Practice - 10%

- Documentation and presentations are delivered in a manner commensurate with professional practice.
- Teams are organized in a systematic and efficient manner.

UG STUDENT SELF EVALUATION FORM

Student Name:		Student P Number:	
Programme:	BA/MArts(Hons) Creative Computer Games Design		
Module:	Creative Practice 3	Module Level (4, 5, 6):	5
Module Code:	M5X01568	Contribution to Module:	100%
Assignment Title:	Production Team Presentation & Individual Reflective Analysis 2		

Common Assessment Criteria Applied	Level of Achievement															
	Outright Fail				3 Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
	F				D			C			B			A		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	0-15%	16-30%	31-34%	35-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
1. Research & Analysis																
2. Development																
3. Technical Skill																
4. Subject Knowledge																
5. Presentation & Communication																
6. Personal Learning & Development																
7. Professional Practice																

Please comment on areas in which you feel that you have performed well:

Please comment on areas that you feel you need to develop:

Student Signature:

Date:

MODULE LEARNING OUTCOMES

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

1. Successfully manage the production pipeline.
2. Develop and produce sophisticated and professional new media objects within the context of a production team.

COMMON ASSESSMENT AND MARKING CRITERIA

ASSESSMENT CRITERIA	OUTRIGHT FAIL	MARGINAL FAIL	SATISFACTORY	GOOD	VERY GOOD	EXCEPTIONAL	
	0-34%	35-39%	40-49%	50-59%	60-69%	70-79%	80-100%
1. Research & Analysis Systematic exploration and selection of sources; effective interpretation and evaluation of findings.	Limited or no material presented with limited or no evidence of critical enquiry.	Material presented indicates a basic degree of insight and is of limited relevance to the task.	Material presented is adequate and relevant demonstrating the application of standard research techniques.	Material presented shows a good range of sources, is well organised and interpreted in a manner relevant to the task.	Connections have been made between sources and qualitative judgements have been made in the interpretation of these findings.	Research is extensive, well documented and critically evaluated with new personal judgements made and applied.	Research and exploration is impressive both in extent and depth and the level of interpretation and critical insight is highly advanced.
2. Development Formulation of innovative and effective concepts through appropriate application of problem solving, creative experimentation and testing methods.	Limited or no engagement with the practical and creative processes of ideation.	Basic proposals have been made but limited in scope and lacking in considered and focused development processes.	Proposals are adequate and are delivered within a familiar and well established framework of methods.	Proposed concepts are formulated with a good degree of detail through the use of a variety of systematic and exploratory methods.	Concepts display innovative ideas within established territories, which are well resolved through sound practical and creative processes.	Proposals respond effectively to unfamiliar or new conceptual territories and expand perceptions of process and/or product.	Proposals both challenge and extend the conceptual territory and set new benchmarks for innovation and effectiveness within the field.
3. Technical Skill Effective utilisation of appropriate materials, tools and techniques and the level of skill demonstrated in their application to the realisation process.	Limited or no awareness and utilisation of tools and techniques are demonstrated.	Rudimentary processes may have been applied but without consideration and competence.	Skills demonstrated display adequate awareness and appropriate application of standard materials and methods.	Controlled application of a range of materials and methods with good standards of finishing evident.	Communication of intent is fully executed demonstrating diversity of process and effective technique.	Extensive and highly advanced technical skills in established processes demonstrating sensitivity and excellence in idea realisation.	Outstanding levels of technical skill in all aspects of the realisation process demonstrating the assimilation and development of cutting edge processes and techniques.
4. Subject Knowledge Understanding and application of concepts and underlying principles associated with the discipline and the specific context of study.	Unable to grasp or communicate key principles or knowledge.	Limited understanding and communication of key principles or knowledge.	Evidence of basic understanding of the relevant concepts and underlying principles.	Knowledge is accurate and effectively applied in relation to the specific context.	Knowledge is extensive and the understanding of the context exhibits awareness of the breadth and depth of established views.	Knowledge has been assimilated and individual and personal perspectives have been formulated and debated with effectiveness.	Discipline and context specific knowledge are substantive and a highly advanced synthesis of these elements creates new or expanded perspectives.
5. Presentation & Communication Clarity and effectiveness in the deployment of appropriate media to communicate a message relevant to specialist and non-specialist audiences.	Appropriate media for communication have not been identified or applied effectively.	Limited awareness of the audience and a lack of clarity and organisation are demonstrated.	Basic awareness of the audience and clarity of message is demonstrated in deployment of standard communication forms.	Selection and application of media and conventions show good understanding of the audience and context.	Communication media have been selected and deployed to maximise impact for the selected audience and context.	Individual stylistic approaches have been implemented to communicate to a diverse range of audiences in a highly compelling and effective way.	Presentation and communication methods employed are not only highly individual, compelling and effective but also combine media in an innovative way.
6. Personal Learning & Development Personal responsibility demonstrated in managing own learning through programme engagement, self-directed study and reflective practice.	Little or no responsibility taken for own learning demonstrated by poor attendance, engagement and reflection.	Inconsistency in programme engagement and poor awareness of personal learning and development needs.	Evidence of some reflective practice contributing to appropriate effort and engagement to further personal development.	Evidence of regular reflective practice and awareness of individual strengths and weaknesses demonstrable in core learning and self-directed study.	Reflective practice and individual development is extended beyond core learning, is well managed and documented.	Full responsibility for own learning and development is evidenced in detail demonstrating critical appraisal of purpose, progress and future direction.	Outstanding level of engagement with all elements of the programme enhanced by the personal drive and passion to extend learning beyond established parameters and into new domains.
7. Professional Practice Demonstrates those attributes expected in professional practice including individual initiative, project management, collaborative working and inter-personal skills.	No demonstrable understanding of professional expectations and does not work effectively as an individual or with others.	Poor level of productivity as an individual or in a collaborative context, ineffective management and little understanding of professional life.	Demonstrates awareness of the relevant attributes for professional practice and delivers work to the minimum requirements as an individual and/or in collaboration.	Works to the relevant standards and meets most requirements as stipulated in both individual and team working scenarios.	Meets most or all of the relevant standards and in some areas exceeds the requirements as stipulated, taking control of some aspects of project management.	Often works above the relevant standards and exceeds the requirements as a team member, leader or individual in a variety of working scenarios	Always works well above the relevant standards and demonstrates outstanding individual and collaborative professional attributes in every working scenario encountered.