

Module code	MDC404	Level	4
Module title	Introduction to Media Production	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
Courses on which the module is taught	BA (Hons) Media and Communications	Notional learning hours	200
		Teaching Period	Spring

1. Module description

Combining theory and practice, this module introduces you to the skills needed to produce competent and coherent audio-visual storytelling. You will gain a working knowledge of digital design and film grammar, introducing industry conventions and the fundamental concepts and disciplines necessary in production. You will also learn about techniques in pre-production planning and digital camerawork, discover how to consider light and sound and post-production practices. Throughout the process we will examine and critique your choices and share peer feedback, continuously focusing on our goal: to create visually coherent work that communicates creatively and persuasively.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)

explore collaboration and networking opportunities to work on media productions

Professional Development (MLO 03)

identify opportunities for your learning and your personal and professional development

Communication (MLO 05)

communicate your arguments/reasoning, both orally and in writing in multicultural and/or international settings within familiar and well-defined contexts when working on planning and preproduction

Discipline Skills (MLO 08)

use established discipline-specific knowledge, techniques and tools for media production purposes

3. Learning and teaching methods and reasonable adjustments

Practical workshops and example-led seminars will allow you to explore and experiment with a target set of media production techniques to facilitate your own production. You will watch demonstrations of professional techniques, replicate them in small groups and implement the appropriate storytelling technique within correct contexts. You will receive regular formative feedback during practical sessions.

Dedicated production time and self-guided fieldwork will enable you to develop skills in research, interviewing, professional equipment use, teamwork and leadership to solve real-world problems encountered by professional media production teams.

Learning hours	
Directed learning	48
Workshops/classes	48
Guided/Self-guided learning	152
Total	200

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessment, formative feedback and relative weightings

Assessment 1: Digital magazine (Group Assessment)

Weight (%): 60

Word Count or Equivalent: 1000 words (group) + 500 word (individual)

Working in pairs or small groups, you will produce and publish a digital magazine on a chosen topic. Featuring a clear layout, the magazine will include a variety of formats, such as features, editor's welcome letter, columns, photographs and videos. The magazine should be accompanied by an individual reflection on the challenges of the process, featuring professional language and consistent narrative to outline how you experienced the production process.

Assessment 2: Vox pop (Group Assessment)

Weight (%): 40

Word Count or Equivalent: 2 minutes

Working in small groups, you will produce a video short story on a topic covered by the magazine, using spontaneous interviews on your chosen topic. This vox pop will be a part of the final digital magazine. You will focus on a relevant and contemporary issue with a social or cultural theme, based on real events and/or people. You will conduct primary research to find your story, which will include observation and interviews to help you depict your subject and engage your audience.

Allocation of marks for group work will be specified in the assignment brief.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	MLO1	MLO3	MLO5	MLO8
Digital magazine	x		x	x
Vox pop	x	x		x

5. Indicative resources

BBC Academy. (2012) How to shoot https://www.youtube.com/watch?v=SY2j_veB-cc [Accessed 31 August 2022]

BBC Academy. What makes a good interview. <https://bbcacademyfiles.s3.amazonaws.com/assets/PDF/What+makes+a+good+interview.pdf>

Casey, Meghan. (2015). The content strategy toolkit : methods, guidelines, and templates for getting content right. New Riders.

Cornog, Evan., & Navasky, V. S. (2012). The art of making magazines: on being an editor and other views from the industry. Columbia University Press.

McKay, J. (2018). The Magazines Handbook - 4th Edition. Routledge.

Rothstein, J. (Ed.). (2007). Designing magazines: inside periodical design, redesign, and branding. Allworth Press.

Settle, Marc. (2016) Smartphone journalism.

<https://www.youtube.com/watch?v=7Fzyvv0DS9I>. BBC Careers [Accessed 31 August 2022]

Singleton-Turner, R. (2011). *Cue & cut: a practical approach to working in multi-camera studios*. Manchester: Manchester University Press.