

## Major Project Pre-Production

Module Code:	GAV6007-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Games, Animation and Visual Effects
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Carlton Reeve

### Additional Tutors:

Dr Patrick Allen, Dr Philip Caton-Rose, Mr William Godfrey, Dr Mark Goodall, Mr Christopher Hazell, Ms Katherine Johnson, Mr Robert Redman, Dr Karen Thornton, Mr Jason Theaker, Professor Hassan Ugail, Dr Tao Wan, Mr Mark Goodliff

Pre-requisites:

Co-requisites:

### Contact Hours

Type	Hours
Lectures	6
Project supervision	12
Supervised time in	36
Directed Study	146

### Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

### Module Aims

To integrate material from other modules into the pre-production activity of a major digital media project; to give students the opportunity to propose a highly ambitious piece of work (preferably for an external client); to provide students with a platform to take on a specialist

role within a production team; to develop a self-critical, editorial awareness of their skills and understanding.

## **Outline Syllabus**

Team roles and allocation, creating and adhering to a production schedule; managing the pre-production phases of a major project; visualisation, prototyping, audience research and focus groups, liaising with project supervisor and adapting project specifications and schedule where appropriate. Audience/ User testing throughout production and after delivery.

### **Module Learning Outcomes**

*On successful completion of this module, students will be able to...*

- 1 Synthesise project planning and management skills to identify and plan the efficient use of resources, according to the nature of the project;
- 2 Apply enhanced specialist production skills relating to own degree pathway; Research in a technical, creative or commercial specialisation relating to the intended product
- 3 Adopt and complete given roles and responsibilities;  
Manage own learning;  
Critically reflect on own contribution to the work;  
Develop a product treatment and production plan.

### **Learning, Teaching and Assessment Strategy**

Students will develop and complete the preproduction for a large scale media project that will enable them to demonstrate specific skills and knowledge gained during their degree programme.

To develop student's personal responsibility and initiative that reflects real world professional activity, the module includes self-directed study supported by a combination of whole group lectures, specialist workshops, supervisor tutorials.

Students are assessed through a combination of formative and summative assessment.

The initial pitch presentation (Assessment 1) is an individual exercise to 'sell' a viable production idea to the group. The most popular ideas will be chosen to go forward into development by student teams covering the essential production roles. Together and in consultation with the project supervisor, the team will refine the original idea into an agreed Treatment.

Each member of the team will take on an identified role(s) with specific responsibilities and tasks. Individual students will be assessed on the quality of their personal contribution according to the agreed deliverables. The grade for the assets (Assessment 2) will be peer-moderated to ensure that it reflects student engagement.

Any student that has made a full contribution to this product should expect to receive 100% of the mark allocated to that asset. Conversely if students have made no contribution to the product, they will receive 0% for this component of the assessment.

The pre-production work is a team project, supervised by staff with relevant expertise and

reviewed by a project marking committee. The supervisor will observe and assess each team's project management activities for the duration of pre-production and offer support and guidance where necessary. However, students are expected to learn in a self-sufficient manner, contribute as a professional team player and apply new technical skills as appropriate to the project.

### Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Individual Project idea presentation (video - 2 minute overview pitch + 10 minutes of detail) and completed pro-forma document	12 minutes	40%	No
Formative	Coursework	Team Roles & Responsibilities document (Group)	-1000 words	%	No
Formative	Coursework	Treatment presentation (group)	20 minutes	%	No
Summative	Coursework	Group pre-production assets (peer moderated) Supplementary is tutor moderated		60%	Yes

### Legacy Code (if applicable)

### Reading List

To view Reading List, please go to [rebus:list](#).