

Module Details	
Module Title	Major Project Production
Module Code	GAV6008-D
Academic Year	2021/2
Credits	40
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	6
Project Supervision	12
Supervised time in studio/workshop	36
Directed Study	346

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>To integrate material from other modules into the production activity of a major digital media project;</p> <p>to provide students with a platform for work as part of a team while developing their own chosen area of specialism;</p> <p>to develop a self-critical, editorial awareness of their own skills and understanding.</p>

Outline Syllabus
<p>Managing the production phases of a major project;</p> <p>liaising with project supervisor to implement and adapt the project treatment developed in the Major Project Pre-production module where appropriate;</p> <p>using industry-standards tools and techniques;</p> <p>working as a team;</p> <p>user/ audience testing and product evaluation.</p>

Learning Outcomes	
Outcome Number	Description
01	Critically evaluate the detailed requirements of a developed brief, including the need for adapting the brief during production due to changing requirements or circumstances (from a client where applicable); Apply project management principles to effectively utilise resources, according to the nature of the project. Use significant judgement to optimise the production process to achieve the best results; Critically evaluate newly converging technologies and apply accordingly.
02	Apply enhanced specialist production skills relating to own degree pathway; Utilise production techniques; Manage the creative process, including planning, scheduling and project management; Identify, select and employ suitable technologies and techniques.
03	Develop and strengthen team-working skills; Adopt and complete given roles and responsibilities; Efficiently work and communicate with others; Utilise skills such as time management, conflict management, problem solving and leadership.

Learning, Teaching and Assessment Strategy
<p>To develop students' personal responsibility and initiative that reflects real world professional activity, the module will include self-directed study supported by a combination of whole group lectures, specialist workshops, supervisor tutorials.</p> <p>A series of lectures will consider up-to-date case studies, advice on team working, and an outline of product development and production processes. Learning is applied through practical media production projects (undertaken in groups) and supported by tutorials where supervisors act as Executive Producers.</p> <p>The assessment strategy mirrors industry production deliverables through a combination of formative and summative assessments. There is an early 'alpha' stage assessment of a prototype/ animatic/ pre-visualisation sequence/ animated storyboard or similar to act as a proof of concept and describe the intended approach (Assessment 1). To complement the weekly supervisor meetings, teams will deliver a formative midterm progress presentation.</p> <p>User and audience testing is a crucial element of all media production and this will be formally assessed at Beta stage (whole rough cut/ low-res versions) with an accompanying report and response (Assessment 2).</p> <p>Finally, teams will present (Assessment 3) and deliver their finished products (Assessment 4). Grades for the final product (Assessment 4) will be peer-moderated to reflect student engagement.</p> <p>Any student that has made a full contribution to this final product (Assessment 4) should expect to receive 100% of the mark. Conversely if students have made no contribution to the product, they will receive 0% for this component of the assessment.</p> <p>Where there is the need for supplementary assessment, this will be an individual piece of work where the student provides an extended evaluation report on the team product and offers recommendations for improvements and future developments.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Product Presentation (20Mins)	20%
Summative	Coursework	Alpha release	20%
Summative	Coursework	Audience/User Testing Report and Response (2000 words)	20%
Summative	Coursework	Final (Gold) Product (Peer Moderated)	40%
Referral	Coursework	SUPPLEMENTARY Product Testing, evaluation and Recommendations report with media assets/illustrations	100%
Formative	Presentation	Midterm progress presentation	N/A
Formative	Coursework	Beta testing	N/A

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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