

Module Details	
Module Title:	Creative Industries
Module Code:	FAM3001-B
Academic Year:	2019-20
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Design and Technology
FHEQ Level:	FHEQ Level 3
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Independent Study	160
Supervised time in studio/workshop	20
Tutorials	20

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
In this highly practical module, students will be introduced to fundamental media production skills for the creative industries such as basic camera operation, editing, game development and animation. With a high level overview of the key pieces of kit and software, students will produce a small media product such as a short film, animation or game as part of a group.

Outline Syllabus
Introduction to film and TV production technology; introduction to animation software; introduction to game development software; media production processes; studio productions

Learning Outcomes	
1	Use appropriate equipment and software to design and develop a media product
2	Take on and deliver given tasks as part of a group working on a common media product
3	Reflect on personal contribution to project identifying areas of strength and weakness.
4	Objectively consider a product highlighting its strong points and areas for improvement

Learning, Teaching and Assessment Strategy
Students will work together in small teams to identify possible media products. Working closely under a supervisor from academic staff students will work as a team to select the most appropriate product, design and build their media product to the highest quality. Each stage will require students to evaluate and critique their work and that of their colleagues. The module will be assessed on the quality of the media product produced (50%), a demonstration to staff and other student (20%) and a short written report on the process, reflecting on their personal contribution. Students will receive ongoing formative assessment of their product and their contribution by their supervisor on a weekly basis.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Presentation	A demonstration of the media product to staff and peers	20 minutes	20%
Summative	Coursework	A written evaluation of personal performance and product	-2000 words	30%
Summative	Coursework	An agreed media product such as a short film, animation or game		50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

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.