

Module Details	
Module Title	Individual Project 1
Module Code	GAV6013-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	3
Seminars	8
Project Supervision	11
Independent Study	178

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The aim of this module is for students to prepare for completion of Individual Project 2. Integrating material and key skills acquired from other modules, students will plan all the require pre-production assets to complete an individual project which will showcase their skills and will be suitable for inclusion on a showreel. This will include preparing all discipline-specific documentation, a social media /publicity presence and a portfolio of test footage/material which demonstrates practical progress.

Outline Syllabus
Students will learn: creating and managing an individual production schedule, decision making and problem-solving, how to publicise your work and gain feedback, user testing, project pitching and liaising with project supervisor. Acknowledging the concerns of student understanding of independent learning by McKinsey and Boyd (2012), students will be given clear definitions and expectations of independent study in the context of this module.

Learning Outcomes	
Outcome Number	Description
LO1	Employ suitable project planning methods to identify and plan the resources and personnel required to complete an individual project at this level.
LO2	Critically evaluate and apply specialist production skills relating to own degree pathway for the creation pre-production assets relating to the intended product.
LO3	Produce pre-production documentation, including appropriate publicity/social media presence and portfolio of test-material.

Learning, Teaching and Assessment Strategy
Students will plan an individual project, appropriate to their degree pathway. Utilising the principles of Andragogy as discussed by Loeng (2018) and built on the well-established work of Knowles (1975), students will be individually responsible for all aspects of the planning documentation and acquisition of any new skills required to complete the work. Students will have weekly meetings with a supervisor who will offer guidance where necessary. The formative assessment is a project pitch to the entire cohort in order to formally recruit any production assistance, this will take place in week 4. The summative assessment is split into 2 areas, production planning documentation and a portfolio of test-material which demonstrates project progression including appropriate social media / publicity presence.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Project planning documentation	40%
Summative	Coursework - Portfolio/e-portfolio	Pre-production portfolio of test footage/material including publicity/social media	60%
Formative	Presentation	Project pitch for recruitment (10 minutes)	N/A

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.