MQF Level 6

CA6-01-21

B.A.(Hons) in Creative Media Production

Programme Outline

Course Description

The abundance of visuals in contemporary communication and their relationship with society has become all the more prominent. This degree is intended to give students the opportunity to work hands-on in creative environments - to produce audio-visual content for both artistic and commercial practices. Students will acquire a broad range of skills and techniques focusing mainly on TV studio productions, and will specifically progress to audio-visual modules consisting of both research and practical assignments. They will explore different aspects of the discipline in relation to advertising productions, and sound and multi-platform design storytelling. In their final year, students will be given the opportunity to research and develop their own individual practice.

Programme Learning Outcomes

At the end of the programme the learner will be able to:

1. *Investigate, interpret and critically evaluate a range of audio visual productions and techniques.*

2. *Develop in-depth understanding of the professional handling of various creative media tools and equipment*

3. *Take responsibility to manage and direct group work activities while engaging with complex situations in media production.*

4. *Develop own individual professional identity and visual practice.*

Entry Requirements

MCAST Advanced Diploma in Photography
or
MCAST Advanced Diploma in Creative Media Production*
or
MCAST Advanced Diploma in Art and Design
or
MCAST Advanced Diploma in Graphic Design and Interactive Media
or
2 A-Level passes and 2 I-Level passes
Preferred A-Level: Art, English Language, Photography

*Students progressing from the MCAST Advanced Diploma in Creative Media Production

will be given preference in cases where the number of applicants exceeds the number of available places.

Other Entry Requirements

Applicants may be asked to sit for an interview and/or present their portfolio.

Current Approved Programme Structure

Unit Code	Unit Title	ECVET/ECTS	Year
CAJLM-506-1601	Reporting for the Digital Media	6	1
CAART-506-1602	Digital Media in Visual Arts	6	1
CAVIS-506-1601	Visual Thinking	6	1
CAMED-506-1602	Media Tools & Techniques	6	1
CAMED-506-1603	Lens-based Media	6	1
CAART-506-1635	Storytelling & Narratives	6	1
CAART-506-1636	Reading the Image	6	1
CAMED-506-1604	Independent Media Practice	6	1
CAMED-506-1605	Professional Media Practice I	6	1
CAART-506-1515	Critical Studies & Research Methods	6	2
CACRM-506-1619	Advanced Editing for Moving Image	6	2
CACRM-506-1620	Documentary Film Making	6	2
CACRM-506-1621	Screenwriting	6	2
CACRM-506-1622	Cinematography	6	2
CACRM-506-1623	Multiplatform Storytelling	6	3
CACRM-506-1624	Sound Design for Moving Image	6	2
CACRM-506-1625	Production of a Non/Fiction Project	6	2
CACRM-506-1626	TV Production Management	6	2
CAART-606-1524	Personal Style & Self Promotion	6	3
CACRM-606-1633	Law & Ethics	6	3
CACRM-606-1628	TV Studio Practice	6	3
CAMED-606-1606	Professional Media Practice II	6	3
CACRM-606-1629	Experimental Film Making	6	3
CACRM-606-1630	Multiplatform Project Exhibition	6	3
CACRM-606-1631	Digital Post-production	6	3
CDKSK-604-1909	Entrepreneurship	4	2
CDKSK-602-2105	Community Social Responsibility	2	2
CDKSK-503-1907	English I	3	1
CDKSK-503-1908	English II	3	2
CDKSK-503-1905	Critical Thinking I	3	1
CDKSK-503-1906	Critical Thinking II	3	2
CADIS-612-1501	Dissertation	12	3
Total ECVET/ECTS		**180**	

CAJLM-506-1601 Reporting for the Digital Media

Unit level (MQF): 5

Credits: 6

Unit Description

This unit aims to give learners the opportunity to learn the principles of reportage for the digital media. Learners will understand the methods used for the reportage of different events and media related work which may include both reporting in writing, using different mediums such as TV, radio, social media and photographs as well as the ability to report and present information verbally, paying attention also to the non-verbal cues.

Learners will create a portfolio of research and written material related to the production of a report for digital media. Therefore, learners will have the possibility to personally practice first hand building a report from start to end, thus learn the step by step process, learn the importance of project management, research and all the planning aspects related to creating material to produce and stream a report for digital media in a medium of their choice (moving image or photography).
This unit is to be undertaken through a study-centred project in reporting for the digital media.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Identify and research a news story to report on chosen digital media.*
2. *Plan and write a news report for chosen digital media showing evidence of the process followed.*
3. *Produce and broadcast the digital media news report with supporting photographs or moving images.*
4. *Evaluate and identify the news value of final digital news report with supporting evidence and examples.*

CAART-506-1602 Digital Media in Visual Arts

Unit level (MQF): 5

Credits: 6

Unit Description

In this unit learners will be introduced to a range of digital media and post production software used by journalists for different aspects of their work. Learners will have the possibility to grasp the knowledge and skills required to use such software effectively in their job as media practitioners.

Therefore, learners will become familiar with a range of tools and techniques of the various digital media production software used today. Firstly, learners will research and understand the essential technical aspects of working with digital media. Then learners will learn the correct digital file management and development of a media project.

Learners will apply tools and techniques using video editing, image editing and design software to produce a body of work presented in different formats. This unit will act as an introduction to these programs, thus learners will become competent with the basic tools and techniques of each software program.

Finally, learners are to utilize each software program learnt to produce work for a specific media project. Then learners will present their final outcomes in an appropriate manner. In addition, learners will evaluate their own final outcomes as well as their use of digital media software to produce a specific media project

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand the technical aspects of working with digital media.*
2. *Understand the main principles of using post production tools and techniques using image editing and design software.*
3. *Apply post production tools and techniques using video editing, image editing and design software as required to complete your own media project.*
4. *Present own work to a given audience and evaluate methods of improvement.*

CAVIS-506-1601 Visual Thinking

Unit level (MQF): 5

Credits: 6

Unit Description

This unit introduces a number of idea-generating techniques to demonstrate that creative thinking is a skill that can be continually developed. In addition, this unit aims to develop the learner's skills in communicating their ideas visually through incentive and stimulating assignments, and, where possible have topical and/or contemporary assignments embedded with cultural relevance. In addition, learners will be encouraged to experiment and take risks with their work. Learners will also have the possibility to participate and create discussions, engaging in peer to peer criticism to open the potential and interest of ideas.

Learners will also engage in integrated research to include analysis of the brief, prepare their initial ideas, and investigate and explore materials, processes and techniques. They will also have the possibility to practice communicating their ideas across specialist applications, both traditional and alternative.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Research and exploit idea generation techniques and methods to experiment and explore their characteristics and suitability.*
2. *Apply visual techniques to own work to communicate specific information and ideas.*
3. *Develop own visualised ideas into working concepts.*
4. *Present and evaluate a finished creative solution to a given brief.*

CAMED-506-1602 Media Tools and Techniques

Unit level (MQF): 5

Credits: 6

Unit Description

This is a skill based unit that will allow learners to gain the necessary skills to be able to use digital cameras, lighting equipment, editing software and other related media tools and techniques under a range of conditions to complete a practical project by choosing from either moving image, photography or journalistic platforms.

Learners will utilise a range of media tools and techniques to produce effective media content in response to a project led assessment on a media platform of their choice. Therefore, for this unit practice will play a key role.

On completion of this unit learners will have developed an underpinning knowledge and understanding of key camera, lighting and editing techniques and their uses. Project led assessment will allow candidates to produce media content that demonstrates their understanding of these techniques and justify their purpose in either a moving image, photographic or journalistic context.

Learners will also develop the understanding, knowledge and skills to appropriately apply techniques and equipment to enhance both the technical and visual impacts of images.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Research and evaluate image making and editing tools and techniques to produce media content.*
2. *Use camera and editing tools to produce media content.*
3. *Produce media content using a range of techniques found in digital camera and editing facilities.*
4. *Present and effectively evaluate own captured and edited media content.*

CAMED-506-1603 Lens Based Media

Unit level (MQF): 5

Credits: 6

Unit Description

This unit aims to give learners the necessary skills to proficiently use cameras and sound equipment to capture appropriate images as well as using video and sound editing software effectively. This unit will focus on developing a deeper understanding of lens based media and their application to practical media, photography and journalism.

Learners will utilise a range of camera techniques to produce creative solutions to a variety of media projects. As well as further develop their existing knowledge of Still Image, Moving Image and Video Journalism as a tool to provide creative solutions to enhance their visual language and aid in visual storytelling and the solving of visually creative problems. Image, video, sound capture and file optimisation will play key roles in the learner's journey throughout this unit.

Upon completion of the unit learners will have kick-started their personal journey to being able to identify key media techniques and their uses within the three streams of learning journalism, photography and media and also understand more first-hand how these techniques can be applied to various media platforms and outlets.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand   the techniques and technical aspects of a   variety   of   lens-based media.*
2. *Produce digital still images by experimenting with different lens based media equipment and techniques.*
3. *Produce an audio-visual production using the suitable lens based media in own area of study.*
4. *Present documentation of own work showing personal reflection and learning curve.*

CAART-506-1635 Storytelling and Narratives

Unit level (MQF): 5

Credits: 6

Unit Description

In this unit learners will become familiar with key concepts related to storytelling through the theories and conventions of narrative structure, characterization and mise en scene. Learners will then be able to apply them to a story of their own devising.

During this unit learners will carry out analysis of media texts such as Short film, TV, News features, video journalism, Documentary e and many others which display some of these features and then use established and industry-standard planning documents such as treatments, scripts and storyboards to practically apply the knowledge and skills to their own work.

Throughout the unit learners will be gaining knowledge about various storytelling strategies and will be given the opportunity to experiment and produce stories and articles via a series of exercises and experiments.

The acquired knowledge about narratives will enable learners to produce an original visual story. After having achieved the basics of storytelling and narratives, learners are encouraged to experiment and produce creative outcomes to start developing their own personal style. Learners will then be able to use the knowledge and skills learnt and apply them in future projects.

Learning Outcomes

On completion of this unit the learner will be able to:
1. *Explain typical narrative and visual codes and conventions in media texts.*
2. *Apply a range of structural and visual conventions to different storytelling scenarios.*
3. *Use storytelling strategies to plan a visual story.*
4. *Present a visual story, documentation and evaluate own work.*

CAART-506-1636 Reading the Image

Unit level (MQF): 5

Credits: 6

Unit Description

This is a research and practical-based unit where learners explore the political, social and cultural impact of journalism, film and photography. This unit focuses on the analysis of the representation and impact of images on society, the audience and individuals.

Learners will research and investigate the power of the media industry on society and vice versa. This unit focuses on the impact of the image through mechanisms of representation, ideology, propaganda, iconography, audience theory, implications and subliminal messages. Learners are to explore how elements of mise-en-scene such as perspective, composition, lighting and editing can alter the viewers' implication of the imagery. Emphasis should be put on the critical analysis of imagery to determine the underlying representation and meaning.

Reading the image explores the political, social and cultural impact of imagery as well as changes within image representation due to economics, technologies, ownership and audiences. In this module learners will explore the image in journalism work, film productions and photography, through to the rise of cinema, television, media convergence and the digital revolution.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Analyse the impacts and implications of social and cultural influences on imagery.*
2. *Identify a concept and visualize how it can be communicated and represented through imagery.*
3. *Produce a media production using appropriate methods of representation.*
4. *Communicate effectively the concepts, methodologies and outcomes reflecting critical evaluation of own production.*

CAMED-506-1604 Independent Media Practice

Unit level (MQF): 5

Credits: 6

Unit Description

This is a practice based unit which is aimed to give the learners the possibility of exploring and expanding their own creative and artistic practice. The unit encourages learners to make creative decisions through research and experimentation in their medium of choice, in order to help them establish their creative process and develop as creative professionals by using reliable and verified sources.

This unit will help learners develop critical awareness of current practices in the industry and equip them with the intellectual tools, understandings and techniques to deal with complex issues in order to improve their working and artistic practices.

The self-commissioned project and journal which structure this unit, is intended to develop the learner's ability to use moving image, photography or reporting to articulate imaginative, experimental and creative responses to their experience. Practical and technical skills will be developed as learners experiment in their medium of choice, however the emphasis of this unit is to extend the learners' practical and conceptual visual language and to help them understand that media is not just a technical medium but also an artistic one where the message needs to be conveyed in a responsible, original and unbiased manner within deadlines.

Discussion groups and practical activities will enable learners to reflect on their ideas, and process them through their visual work. Short tasks, which are set throughout the unit, are intended to help learners to gradually develop their visual language, and to accumulate the confidence to complete the assessed work.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Use research to originate a self-commissioned creative project within chosen media sector.*
2. *Pitch a creative and relevant self-commissioned project.*
3. *Produce a creative self-commissioned project as proposed in pitch.*
4. *Evaluate the creative process and final outcome of own work.*

CAMED-506-1605 Professional Media Practice 1

Unit level (MQF): 5

Credits: 6

Unit Description

The unit is designed to provide the learners with the knowledge and skills required to communicate and conduct themselves in a professional manner when dealing with audio/visual-related projects set by a live client. Then further evaluate and record the experience.

The purpose of the unit is to provide the learner with the opportunity to apply their knowledge and skills in a proficient manner and to encourage them to come up with a creative response. The project given to the learner should be set in a real context thus giving the learner the opportunity to experience a live situation. The learner should be familiar with the local media industry. Covering a life case will give the learners experience of the issues and opportunities at the forefront of the contemporary media practices.

On completion of this unit the learners will have the experience of working with a audio/visual-related project set by a client.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Carry out research and propose a creative response to a project set by a live client within the media industry.*
2. *Communicate and conduct own self in a professional manner when working on a media project with a live client.*
3. *Identify any issues and opportunities that might arise during the execution of the life media project.*
4. *Evaluate own overall performance and project final outcomes whilst working on the media live project.*

CAART-506-1515 Critical Studies & Research Methods

Unit level (MQF): 5

Credits: 6

Unit Description

The unit is intended for use in a range of creative arts programmes and has both theoretical and practical outcomes in the form of personal research activity and the production of a proposal for a degree year dissertation.

The unit provides an overview of research theory and methodology, including primary, secondary, qualitative, and quantitative and practice led research methods. In addition to providing practical instruction on writing research proposals.

This unit also provide the learners with skills to critically analyse research findings and also see the differences between descriptive and critical writing as well as the accepted academic formats for writing essays, papers and reports using accepted academic referencing and citation systems.

In this unit, based upon lectures which present relevant content related to the creative arts theoretical contexts, learners will prepare and undertake practical activity in the preparation of a proposal for a vocationally relevant research study. Which will comprise of a planned literature review and the use of vocationally relevant methods to undertake primary research.

Learners will also undertake critical analysis of research findings and prepare written work to an accepted academic format using accepted citation and referencing. The work of the unit culminates in learners undertaking an individual self-evaluation of the effectiveness of their research processes and activity.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Organize the research gathered using research theory, methodology and practice led research for a potential dissertation topic.*
2. *Analyse critically the findings from own research and present it in an appropriate format.*
3. *Produce in given format the research proposals in academic writing style using accepted academic referencing and citation systems.*

4. *Present orally and in writing the final proposal for a vocationally relevant research study within own area of interest in the creative arts.*

CACRM-506-1619 Advanced Editing for Moving Image

Unit level (MQF): 5

Credits: 6

Unit Description

This unit is designed for learners with a basic understanding of editing who wish to progress within the field. It assumes learners will already have the necessary technical skills in order to allow them to focus on to developing their creative skills and understanding the medium further. Learners will apply their technical knowledge as they learn the grammar of film, develop an understanding of narrative structures and storytelling while achieving further proficiency in the use of non-linear video editing systems and becoming versed in the language of cinema.

Learners will first become comfortable with the editing workspace and the variety of tools available within it. The unit is in fact heavily practical and it is structured in such a way as to allow learners to fully immerse themselves in the practical aspects of editing. The unit allows for immediate exposure to editing software, in order to assess the learner's starting level of competency but also to allow them to familiarise themselves with the software and to provide context for the grammatical aspect of the course. In addition to this the unit will cover a myriad of ways in which learners can improve their editing, from structuring, pacing and cutting, to the addition of graphics, text and credits.

During this unit the learners will develop skills which can be transferred across multiple editing platforms and even if the main focus is to editing, this unit covers the protocol of video management. In order to edit effectively, video must be correctly catalogued and stored, and learners will observe these procedures.

After being provided with the tools, learners will acquire the rules and guidelines which govern their usage, becoming educated in visual conventions and the language of film. Learners will learn how to best convey their own message through editing, and they will also acquire understanding which will make them proficient readers of film.

Upon completion of this unit, learners will have a knowledge of editing conventions and the practical skills required to implement them across a range of platforms.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Discuss the principles of film and video editing.*
2. *Apply appropriate narrative structures and storytelling techniques through editing.*
3. *Demonstrate a command of creative editing practices in own work.*
4. *Complete edits on time and to a good technical standard.*

CACRM-506-1620 Documentary Film Making

Unit level (MQF): 5

Credits: 6

Unit Description

This unit is for learners to develop an understanding of what constitutes documentary filmmaking as well as to learn different methods of constructing narratives from real-life events.

In this unit learners will look at previous documentary filmmakers and will also identify with the style of production. Learners will be given the opportunity to develop from scratch an idea for a non-fiction project. The main outcome of this unit is to get hands-on and develop the groundwork for a non-fiction production with the intention to be produced in the future.

Learners need to primarily research the underpinning theories and techniques to develop their own non-fiction production. Learners will become familiar with story ideation, data collection and validation, which are crucial in the development of a documentary film. Learners will have the opportunity to explore different styles and approaches thus allowing them to expand their view of what constitutes a non-fiction piece.

This unit will also provide learners with the opportunity to put skills developed in other units into practice in order to develop their non-fiction idea into a fully constructed proposal for a short documentary.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Describe the development, style and function of a documentary.*
2. *Conduct research to come up with an idea for a short documentary.*
3. *Compile research material for chosen short documentary.*
4. *Present a proposal for a short documentary.*

CACRM-506-1621 Screenwriting

Unit level (MQF): 5

Credits: 6

Unit Description

This a practical unit which will allow learners to develop an understanding of the script development process and how this can be applied to their own productions by applying key concepts in moving image storytelling, typical theories of narrative structure, and techniques that support storytelling through the audio and visual language of cinema. Learners should then be able to apply them to a story of their own devising.

While studying this unit learners will explore the different methods of producing scripts, techniques for script writing and the fundamentals of good writing such as creating rounded characters and developing coherent plots. They will also be encouraged to develop their knowledge of key ideas involved in building a moving image story and how to visualise these concepts.

On completion of the Unit, learners will understand widely recognised film structures and narratives, inciting incidents, rising action and climax, as well as narrative tools and storytelling devices such as symbolism, motifs, allegory and many others. Learners should be able to apply a range of these concepts to their writing of a short film script.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Identify story ideas and material suited for a short film.*
2. *Develop an idea for a short film.*
3. *Write a screenplay for a short film.*
4. *Use the appropriate techniques to format and present own short film script.*

CACRM-506-1622 Cinematography

Unit level (MQF): 5

Credits: 6

Unit Description

This unit is designed to enable learners to gain the knowledge, skills and expertise needed to carry out lighting set-ups for moving image and working in the role of director of photography. The learner will prepare a floor plan for a lighting set up, in accordance with a brief and from there to rig, set and light a subject for fiction or non-fiction. In terms of camera operation, the learner would need to be able to obtain the appropriate exposure, iris, manipulation of depth of field, colour balance and the Kelvin scale, composition, framing, shot types, handling of contrast, rule of thirds, crossing the line, eye-line, headroom, looking room, walking room, focus-pulling, pan/tilt, elevation/depression, tracking, crabbing and back focus.

In terms of lighting the learner need to be able to carry out calculation of safe use of electrical power, safe rigging of lamps, appropriate selection of soft/hard lighting sources, application of inverse square law, correct selection of colour correction gels, use of lighting techniques leading to achievement of the Director's vision.

By the end of the unit the learners will develop a professional approach to essential communication and working closely with others, in particular with a director. Learners will also have the opportunity to evaluate and criticize their work since set-ups will be recorded and played back to allow evaluation and feedback. The set up may encompass approaches, embracing: mood, time of day, simulation of various settings and special lighting effects.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand cinematography as a craft from an aesthetic and technical standpoint.*
2. *Identify the roles within the camera department and use the equipment effectively and safely.*
3. *Use indoor and outdoor lighting techniques to achieve a desired look for dramatic scenes in different genres.*
4. *Use camera techniques, positions and movement as artistic tools.*

CACRM-506-1623 Multi-Platform Storytelling

Unit level (MQF): 5

Credits: 6

Unit Description

The aim of this unit is for learners to develop a narrative that utilizes Multiplatform/Transmedia delivery as part of the yearly exhibition of student work. The hope is that eventually learners will come to understand that multiplatform or transmedia content is not only overtly and subtly linked but is narratively synchronized. Learners will conduct research in how established practitioners utilized techniques of narrative across transmedia platforms and use storytelling to communicate narrative ideas and concepts. Through application of acquired knowledge the learners will create their own deliverable and deliver content via different platforms, keeping the audiences interacting with the *storyworld*.

Learners will research narrative storytelling and will then write an original text or edit a text selected for them further demonstrating an application of learning through the use of verbal and non-verbal creativity and through the use of multiplatform technology. Learners must analyse and experiment with the different presentation techniques, technology, software and platforms for the creation of a multiplatform project that is exhibition ready. The exhibition stage of the unit is the investigation of the potential of multiplatform exhibition techniques within a live exhibition scenario.

Learners will research how exhibition spaces are organized and how an audience moves within exhibition space and how an exhibition of works effects and contributes to the interpretation of a narrative based piece of work. Learners must undertake self-evaluation of their creative effort in the production of a multiplatform project. Learners should be encouraged to critically reflect upon the positives and negatives of their experience rather than a purely descriptive narrative. The evaluation phase should provide evidence the learners have a clear understanding of the relationship of theory to practice and the realities of applying the concept of a narrative multiplatform production into a live scenario.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Conduct research of established multiplatform exhibition projects that use narrative techniques across transmedia platforms.*
2. Produce a media text as part of a multiplatform / transmedia narrative.

3. *Exhibit a narrative story for a live exhibition audience.*
4. *Evaluate the realisation of creating own multiplatform project.*

CACRM-506-1624 Sound Design for Moving Image

Unit level (MQF): 5

Credits: 6

Unit Description

In this unit learners will study the development of sound design practice and its application within a variety of moving image contexts. Sound design can cover non-compositional elements of a television show, film, computer game or any other multimedia project.

Learners will develop their understanding of the styles and techniques available and will explore the creative options open to a sound designer working in a production and post-production environment. Learners will gain experience in the collation and capture of sound in preparation for the postproduction environment.

In a vocational context sound design requires attention to detail, digital literacy and working closely with editors and directors to construct a carefully realized post-production process. Learners will need to work professionally and collaborate effectively to achieve this. Along the course of this unit learners will be hired as sound designers with a film production company to produce sound tracks for a movie. They will need to fully understand terminology and techniques suggested during lectures, and competently handle the required technology and equipment in the light of producing a high-quality audio production. Also note that sound design should properly reinforce and convey the mood and pace of the accompanying scenes.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Explain how meaning is constructed in moving images through the use of sound.*
2. *Plan sound design schemes for moving images.*
3. *Create sound schemes according to sound design plans.*
4. *Evaluate the sound design process for own design schemes within a variety of moving image contexts.*

CACRM-506-1625 Production of a Non/Fiction Project

Unit level (MQF): 5

Credits: 6

Unit Description

This unit is largely a practical exercise in moving image production and takes learners through the initial phases of development / pre-production and through the phases of production and post-production. The aim of this unit is to provide the learner with an opportunity to apply their theoretical knowledge to a practical scenario where they plan and produces a short documentary film or work of fiction from inception to final realisation.

Upon completion of this unit, each learner will have researched, written and produced a film based on an original text or treatise. The final moving image submission will demonstrate a practical application of theoretical learning further supported by the learner's written evaluation of his/her own work and creative efforts.

Throughout this unit learners are encouraged to critically reflect upon the positives and negatives of their experience. In addition, learners must have the evaluation and supporting production folder to provide documented evidence that they have a clear understanding of the relationship between theory and practice as well as the application of aesthetic and technical standards.

Learning Outcomes

On completion of this unit the learner will be able to:

1. Explain *the filmmaking process of a fiction and non-fiction film.*
2. *Research and develop an action plan for a subject suitable for a short work of fiction or non-fiction film.*
3. *Produce and direct an engaging short work of fiction or non-fiction that utilizes appropriate technique and aesthetics of moving image.*
4. *Evaluate the realisation of the production of a fictional or non-fictional film using appropriate language and grammar.*

CACRM-506-1626 TV Production Management

Unit level (MQF): 5

Credits: 6

Unit Description

The aim of this unit is for learners to acquire the necessary skills and competences to manage a media production and to apply that knowledge from the initial concept to completion.

Learners will be working in a group, as a production house, to create a TV series. This series has been produced by learners for a number of years and it airs on the National Broadcaster, PBS. Therefore, in this unit, the learners will be provided with the tools to research and originate the programme concept and develop it to create the actual production.

Learners will need to come up with a researched subject for a 26-minute TV Programme. The subject will revolve around a given class theme. Learners are to choose a subject and produce a programme around that theme. Each programme will contain a minimum number of agreed features, which need to be researched, planned and scripted thoroughly. Learners will then pitch their proposed idea to a professional live audience, giving sound researched reasons why their proposal should be accepted.

Following the pitch, learners will prepare and manage the production process for features within the programme and make plans for the multi-camera production. Each programme needs to be synched artistically and technically, by using the same graphics and set design, so that each Programme will form part of a Branded TV Series.

Throughout this project, learners must aim to manage this media production creatively and with great skill, to produce a TV Production that is worth watching.

All production work should adhere to MCAST and PBS guidelines with regards to production content and technical quality.

This unit is linked to the Unit entitled TV Studio Practice.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Originate an idea for a media production management project from collected research as part of a group.*
2. *Pitch a proposal for the identified media TV production to a live client.*
3. *Develop and manage a production process to create a media product of broadcast quality.*
4. *Appraise own production work and final outcomes.*

CAART-606-1524 Personal Style and Self Promotion

Unit level (MQF): 6

Credits: 6

Unit Description

Understanding personal style and developing a self-promoting image is fundamental to anyone who aspires to work in the creative arts sector. It is easy to rest in the safety of a familiar style and such a unit will inspire learners to push their boundaries, leave their comfort zone and develop new styles of work with a range of different media, then use these to design a campaign of self-promotion across a range of platforms.

This is a practical unit that enables learners to explore a personal response to different styles using a wide range of media in a wide range of outcomes that culminate in a body of work that serves as a self-promotional tool and promotes the learner within the creative arts sector by helping him/her build a broad skill set. Learners will have the possibility to achieve the latter through research, experimentation with different media and also the development of their own self-image. The unit also aims to develop skills to communicate a personal style and explore ways of creating a self-promotional tool and portfolio of work.

The unit compliments the visual components of the course by creating a vehicle in which to showcase work and act as a portal to the learners' self-image. Throughout their courses, learners should already have investigated a specialism with an individual style of expression and visual outcomes. Learners will explore a broad range of media to communicate a range of messages in a contemporary context. Learners will be encouraged to experiment and explore the limits of their preconceived notions and their abilities. Contemporary styles in visual communication will be seen in context and learners will be encouraged to work towards their continuous progression in the understanding of their own self-image.

Learner's preconceived ideas about their personal style should be challenged. In a world where new forms of communication constantly change and where a sophisticated audience demands new approaches, the development of personal style should be seen as a continuous activity. It is important that learners experiment with different media both in print and digital to test their enthusiasm for a particular style.

By the end of this unit, learners would have produced a sequential portfolio of work that demonstrates a willingness to experiment with different media and develop the promotion of their own identity as someone working within the very competitive creative arts sectors. Learners should also test their own convictions in the style they

lean towards and in their ability to use it to communicate a wide range of messages to different audiences.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Research the historical origins of a chosen personal style applied to a contemporary context.*
2. *Select a specialized medium or media to create a self-initiated project in a contemporary context.*
3. *Determine own identity and personal visual style when creating self-promotional material.*
4. *Compile a professional portfolio of work specific to a chosen career path in the creative arts industry.*

CACRM-606-1633 Law and Ethics

Unit level (MQF): 6

Credits: 6

Unit Description

In this unit learners will have a first approach to law and ethics and to their applications to art and communication.

They will have the opportunity to have a sight of what is law, what are juridical systems, how to compare them and what are their historical roots. They will be guided into juridical concepts like "rule of law", "right" and "source".

They will then apply the juridical approach to their activity. They will learn how their activity can be labelled from a juridical point of view, then work on the right of expression and its juridical and factual limitations. Then they will work on copyright and defamation.

In addition to this, learners will have the occasion to approach ethics. They will work on some ethical concepts like "good" and "bad", "right" and "wrong" as well as approach some ethical systems. Thus learners will realize how one can know or decide that something is good or bad and focus on some contemporary ethical issues.
Moreover, learners will also apply the ethical approach to their activity. They will explore their personal ethical system and discover their inner values, working on them and also on the influence that ego and emotions have on them. Finally, learners will then identify possible ethical issues in their activity and in team working.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand what is a juridical point of view in relation to work in the different sectors of the creative arts.*
2. *Understand the definition of an ethical point of view in relation to various areas of the creative arts.*
3. *Identify possible juridical problems related to own area in creative media.*
4. *Choose which ethical approach to use in relation to own creative media area.*

CACRM-606-1628 TV Studio Practice

Unit level (MQF): 6

Credits: 6

Unit Description

This unit is linked directly to TV Studio Production Management and is designed to enable learners to perfect the knowledge, skills and expertise needed to produce content for a National Television Broadcast. By the end of the unit, learners will be able to produce or be part of a TV studio production that produces content up to the technical and conceptual standards of the National TV QA department.

Learners will master the production skills required to satisfy a program brief by researching, planning, scripting and scheduling a multi-camera television production. The learner will then go on to record a scheduled series of 'as live' multi-camera television productions, rotating through all the functions to be assessed for satisfactory performance in each. This unit is intended to allow the learner to develop all their essential skills and roles relating to the multi-camera studio such as: Director, Production Assistant, Sound Engineer, Camera Operator, Vision Mixer, Lighting Director, Floor Manager and Prompter Operator.

The unit concludes by learners undertaking a critical evaluation of the programme planning, production meeting, and compliance with technical requirements of the programme in terms of Camera, Sound, Lighting and Vision Mixing. The evaluation will also focus on the effectiveness of the crew in production roles like: Director, Production Assistant, Camera Operators, Sound Engineer, Lighting Director and Floor Manager. The final evaluation will also assess the overall quality of the programme and its compliance with broadcast standards and all relevant legislation.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Plan and prepare a professional multi-camera studio production through research and pre-production tasks.*
2. *Practice the key roles of production in a professional TV Studio set-up.*
3. *Apply professional skills in a real-life professional TV studio production.*
4. *Evaluate the performance of a produced TV studio production.*

CAMED-606-1606 Professional Media Practice 2

Unit level (MQF): 6

Credits: 6

Unit Description

The unit is designed to allow learners to gain an understanding of the knowledge and skills required to communicate and conduct themselves in a professional manner when pitching for a client commission media projects and working within the industry. Learners should already have the underpinning knowledge and understanding of professional practice of a life case media project. The learner should have awareness and knowledge of the local media industry and experience with issues and opportunities at the forefront of the contemporary media practices enabling them to effectively pitch for a client or commission based media projects.

The purpose of the unit is to provide the learners with the opportunity to demonstrate their proficiency, apply their knowledge and skills as well as encourage a creative response to a task commissioned by industry. The client commission design project should be set in a real context which gives the learner the opportunity to experience a live situation.

The learner will have the opportunity to create a brief after discussing with the client to found out what the client wishes to do. Learners will need to engage in research and develop creative solutions based on the needs of the client then further present their findings while evaluating and recording the experience along the way.

Upon completion of this unit, the learner will have the theoretical experience necessary to prepare a professional pitch and develop the project the client wishes for.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Conduct research for a client commissioned media project.*
2. *Develop a creative brief for the client commission.*
3. *Pitch and present a creative brief for a client commission.*
4. *Produce and evaluate a media project based on a pitch.*

CACRM-606-1629 Experimental Film Making

Unit level (MQF): 6

Credits: 6

Unit Description

Film is an evolving medium of artistic expression that was born directly out of technological experimentation in the field of photography and since its inception it has continued to evolve through technical and aesthetic experimentation and innovation. In the field of film production, Experimental Filmmaking has increasingly become a perceptible influence on the mainstream culture finding its way into the narrative structure and the visual storytelling we now see as part of "mainstream cinema". Some experimental film styles and techniques are so prevalent and established today that they themselves are gradually evolving into a universally accepted genre with its own style and characteristics.

This module will address the historical and contextual significance of experimental filmmaking through concise theoretical and analytical study that will encourage the learner to move away from pre-conceived notions and perceptions of classical filmmaking and storytelling and into the realm of experimentation. The desired effect is to have the learner begin to see film as an evolving art form that is free from the dictatorship of conformity and cultural notions of good taste. This knowledge will in turn assist the filmmaker in the progress of inventive and original filmmaking and allows for a more meaningful and thoughtful relationship between the film and its viewer.

Furthermore, the subjects of gaming and other digital and interactive art forms should not be overlooked and ideas of storytelling and narrative within those mediums will be analysed from the perspective of a filmmaker.

Learning Outcomes

On completion of this unit the learner will be able to:
1. *Understand the historical and contemporary contexts of experimental film.*

2. *Develop ideas that lead to new imaginations in experimental film.*

3. *Produce a short experimental film or a comprehensive study.*

4. *Present and critically evaluate own short experimental film.*

CACRM-606-1630 Multi-platform Project Exhibition

Unit level (MQF): 5

Credits: 6

Unit Description

The aim of this unit is for learners to develop a narrative that utilizes Multiplatform/Transmedia delivery as part of the yearly exhibition of student work. The hope is that eventually learners will come to understand that multiplatform or transmedia content is not only overtly and subtly linked but is narratively synchronized. Learners will conduct research in how established practitioners utilized techniques of narrative across transmedia platforms and use storytelling to communicate narrative ideas and concepts. Through application of acquired knowledge, the learners will create their own deliverable and deliver content via different platforms, keeping the audiences interacting with the story world.

Learners will research narrative storytelling and will then write an original text or edit a text selected for them further demonstrating an application of learning through the use of verbal and non-verbal creativity and through the use of multiplatform technology. Learners must analyse and experiment with the different presentation techniques, technology, software and platforms for the creation of a multiplatform project that is exhibition ready. The exhibition stage of the unit is the investigation of the potential of multiplatform exhibition techniques within a live exhibition scenario.

Learners will research how exhibition spaces are organized and how an audience moves within exhibition space and how an exhibition of works effects and contributes to the interpretation of a narrative based piece of work. Learners must undertake self-evaluation of their creative effort in the production of a multiplatform project. Learners should be encouraged to critically reflect upon the positives and negatives of their experience rather than a purely descriptive narrative. The evaluation phase should provide evidence the learners have a clear understanding of the relationship of theory to practice and the realities of applying the concept of a narrative multiplatform production into a live scenario.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Conduct research of established multiplatform exhibition projects that use narrative techniques across transmedia platforms.*
2. Produce a media text as part of a multiplatform / transmedia narrative.
3. *Exhibit a narrative story for a live exhibition audience.*
4. *Evaluate the realisation of creating own multiplatform project.*

CACRM-606-1631 Digital Post Production

Unit level (MQF): 6

Credits: 6

Unit Description

This unit is an advanced course in the process of digital post-production. On completing this unit, learners will have a practical understanding of the underpinned theoretical knowledge of post-production used in film, television, commercials, title sequences and music videos. They will become familiar with the techniques used in their creation and will be given the opportunity to formulate their own approach applying the techniques in a practical manner; producing a visual composition of their own based on their own creative interests and position.

The purpose of this unit is for the practical study of shooting on a green screen, compositing, and finishing work like colour grading and matt painting. Learners will gain insight into current and historical techniques used in complex projects and how these techniques have been adapted and improved upon throughout the years. This work will equip the learners with the digital tools and techniques of compositing which are necessary to work directly in the industry today.

Learners will learn to use tools of the trade, getting hands-on experience in planning and setting up green screens, matt paintings and good use and techniques of aesthetic composition using Adobe After Effects and other pieces of industrial software. This unit will be linked directly with the Advanced Editing for the Moving Image unit and the two units will share theoretical and practical knowledge between them as the learner develops their knowledge and experience with editing; visual effects, use of green screen, 2-D and 3-D animation, matt painting and additional sound recording.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand the different disciplines and techniques of digital post-production.*
2. *Plan and manage a complex digital design project.*
3. *Produce and Present a professionally produced design project.*
4. *Evaluate the creative process in the realisation of own created design.*