

Course Code:

TBC

1. Course Title:

Studio-S2

2. Academic Session:

2011-2012

3. Level:

Level 8

4. Credits:

60

5. Lead School/Board of Studies:

Non-School Board of Studies

6. Course Contact:

Inga Paterson

7. Course Aims:

To familiarise students with core issues and topical challenges relating to digital culture and the creative IT industries. In addition, knowledge and understanding of film language and audience engagement in globalisation of networked visual culture will be established as well as routine skills in moving image creation. Students will also extend their interdisciplinary creative approach and collaborative teamwork abilities.

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- Identify and summarise core issues and challenges relating to digital culture and the creative IT industries
- Apply film aesthetics and language, and routine skills to create a correctly formatted piece of moving image for different platforms
- Analyse the relationship between audience and content, and introduce globalisation of networked visual culture, in terms of multiculturalism and branding

- Demonstrate knowledge of the development production stages of by creating an engaging short moving image piece in a team for a specified audience
- Use the internet as a mode of dissemination
- Understand group dynamics to negotiate effectively and participate collaboratively in the project development activities to meet a specified deadline

9. Indicative Content:

Creative IT industry
 Film and video creation
 Audience Understanding
 Moving image development stages
 Team collaboration and the stages of a group's lifecycle

10. Description of Summative Assessment:

Portfolio Submission

10.1 Please describe the Summative Assessment arrangements:

Summative assessment at end of academic year in the form of coursework submission and end of year presentation

11. Formative Assessment:

Critique, progress review, work in progress presentation

11.1 Please describe the Formative Assessment arrangements:

Formative assessments mid term (terms 1,2,3) and end of terms 1 and 2

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

Computation – S2, Connectivity – S2, Content – S2

14. Co-requisites:

None

15. Associated Programmes:

BDes (Hons) Digital Culture

16. When Taught:

This course will be delivered in term 2 and 3 of stage 2 and will comprise 600 learning hours of which 60 will be direct contact time.

17. Timetable:

Weekly minimum of 4 hours contact time per week over 15 weeks

18. Available to Visiting Students:

Yes

No

19. Distance Learning:

Yes

No

20. Placement:

Yes

No

21. Learning and Teaching Methods:

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		250
Seminar/Presentation	15	
Tutorial	8	
Workshop	7	50
Laboratory work	15	50
Project work		250
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)	15	
TOTAL	60	600

22. Description of "Other" Teaching and Learning Methods:

Lectures
 Guest lectures
 Webcast lectures
 Directed study
 Problem-based projects
 Practical workshops
 Online video tutorials
 Small group discussions

Enquiry-led learning Case Studies

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Bourne, J., Burstein, D., 2008. <i>Web Video: Making it Great, Getting it Noticed</i> . Peachpit Press. Young, A., 2011. <i>Brand Media Strategy: Integrated Communications Planning in the Digital Era (Advertising Age)</i> . Palgrave Macmillan Rhodes, P., Fincham, R., 2004. <i>The Principles of Organizational Behaviour</i> . Oxford Uni. Press
