

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Digital Production in Practice (Ma & Msc)
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7348

<b>5</b>	<b>Module Overview</b>
<p>It's all about you! This module is centred around you and your personal and professional development. You will be the 'Creative' and the 'Content Producer' in the ideation, development, production and delivery of your own digital marketing assets.</p> <p>You will be using the teaching and learning to build your own portfolio, raise your digital profile and amplify yourself as a brand.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Workshops: Digital production skills</li> <li>• Branded content production lectures</li> <li>• Channel optimisation lectures</li> <li>• Production: Photographic studios</li> <li>• Workshops: Copywriting</li> <li>• Production: TV studios</li> <li>• Postproduction: Editing</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Proficiency in contemporary and emerging digital production practice for branded content marketing.
<b>2</b>	Expertise in marketing of personal brand using appropriate channels and measurement.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-2</b>	X		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200