

Module Specification

Module Summary Information

1	Module Title	Cross Media Production 2
2	Module Credits	20
3	Module Level	3
4	Module Code	MED3001

5	Module Overview
<p>This purpose of this practical production module is to explore media production techniques in journalism, public relations, and events management. The module draws together the skills needed for writing and producing content for print and online, as well as developing communications campaigns that connect with audiences dispersed across digital platforms. The module is designed to recognise that many media professionals no longer work in specialised areas and are often asked to make use of a range of skills and platforms across different media in order to reach their audiences.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Lectures/ workshops/ group activities to introduce the module content • An opportunity for you to explore your own area of interest • Group tutorials/ seminars focussing on critical debate and discussion 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
	1 Identify a range of range of media production techniques in journalism, public relations, and events management.
	2 Demonstrate basic media production skills in journalism, public relations, and events management.
	3 Utilise basic media production skills to produce your own creative work in response to briefs.
	4 Demonstrate commitment to own learning and engagement with course content.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2			X
3	X		
4			X

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	80
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	80
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200