

Module Specification

Module Summary Information

1	Module Title	Digital Content Distribution
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5167

5	Module Overview
<p>Recent and emerging technologies have created opportunities for bootstrapped media projects—low budget, lean start-ups—to break new ground, to tell stories in innovative ways, and to find an audience. What could you do with the opportunity to make and publish the stories which matter to you? On this module you will get together with likeminded students to develop and publish stories which take into account the affordances of new technologies. Working as a collective, you will publish a range of media products online and will host an event to showcase the work.</p> <p>On this module you will explore the topics of innovation, online community and interactivity through consideration of new and emerging media distribution techniques. You will experiment with new forms of storytelling and will look at a range of distribution tools and networks.</p> <p>Your work on this module could potentially be articulated towards commercial media work but equally it can sit outside of the mainstream media paradigm—however the collective decides to frame their work you will still be focusing on innovation and unconventional patterns of working, you will be producing distinctive work very different to that which you have been producing in modules which focus on an established industrial way of working with media. This experience will open your eyes to the power of everyday tools and creativity and should feed back into other areas of your media practice by encouraging you to think creatively and push the limits of your craft.</p>	

6	Indicative Content
<ul style="list-style-type: none"> Workshops focused on digital distribution technologies and techniques. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Produce innovative media work which is mindful of the opportunities afforded by digital distribution.
2	Organise media work collectively within a diverse group of creative workers.
3	Evaluate and reflect on processes and outcomes with reference to professional practise.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-3	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	40
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200