

Module code	AX-3307		
Module Title	Transmedia Production		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module	Major Option		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims To introduce fundamentals of art, aesthetics, and technique of visual storytelling including directing, cinematography, photography, media and content production, and editing & post-production. This module aims to develop students in creative and critical thinking and careful analysis of media platforms, as well as to provide a good foundation programmes in a wide variety of disciplines and fields in traditional media - film, TV, and new media –digital platforms.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	20%	Describe techniques and practices for creative communication, such as production for stage, film, video and digital based new media. Clarify conceptual and hard skills in cinematography, editing, sound or directing and other art of storytelling.	
Middle order :	20%	Identify and create engaging content and deliver it through any medium and able make creative direction and editorial decisions Interpret theory and practice to acquire the creative and technical skills to write, direct, shoot and edit films and television as well as understanding their aesthetic, technological, industrial and historical environments	
Higher order:	60%	Learn how to be a producer, art director, production designer or scriptwriter/copy writer and produce creative content on multiple and different media platforms Develop well-rounded skills by performing all production and crew functions in studio, field and post-production environments. Comprehend and apply a range of techniques in advanced areas of production such as lighting, audio, camera techniques, motion graphics and post-production. Critically assess a range of genres including documentary, drama, television, experimental film as well as exploring digital and new media platforms Develop ability to collaborate, create and lead a production team and developing a presentation toward industry standards.	
Module Content - Fundamentals of media and creative production such as film studies - Stages of production - pre-production, production and post-production -The process of storytelling- Story boarding, script writing and art direction -The technological basis of sound and image production and practical application of these technologies - Study of styles and genres for film and television, theatre and new media formats - Practical skills in writing, directing, camera, editing and sound, production, cinematography, sound - Work collaboratively to create experimental productions, music clips, short productions or television programmes - Pitching ideas, audience measurement, regulatory & legal issues, and project management			
Assessment	Formative assessment	Weekly assessment and feedback	
	Summative assessment	Examination: 0% Coursework: 100% - 1 individual audivisual short production (30%) - 1 individual storyboard and/or script writing (20%) - 1 group project on selected media (50%)	