

Module Details	
Module Title	Individual Project
Module Code	GAV6017-E
Academic Year	2024/5
Credits	60
School	School of Built Environment, Architecture & Creative Industries
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Directed Study	566
Lectures	2
Seminars	8
Project Supervision	24

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

Module Aims
The aim of the module is to facilitate students producing a substantial, independent piece of work, supported by an individual supervisor, which will showcase their advanced skills and be suitable for inclusion on a final showreel of work.

Outline Syllabus
Acknowledging the concerns of student understanding of independent learning by McKinsey and Boyd (2012), students will be given clear definitions and expectations of independent study in the context of this module. The syllabus includes creating and managing an individual production schedule, decision making and problem-solving, how to publicise your work and gain feedback, user testing, project pitching and liaising with project supervisor.

Learning Outcomes	
Outcome Number	Description
01	LO1 Synthesise project planning, management, identify and plan the efficient use of resources in the production of an individual project
02	LO2 Apply enhanced specialist production skills relating to degree pathway, utilise suitable production techniques, and manage the creative process to complete an individual project which synthesises the underlying theoretical principles learnt in previous modules of study
03	LO3 Communicate effectively work in progress
04	LO4 Produce supporting online content, social media presence or publicity and marketing suitable to develop an audience for a media product.

Learning, Teaching and Assessment Strategy
<p>There are two formal sessions where key information will be delivered, 8 seminars delivered by external industry experts and 24 individual project supervision meetings, where students will individually conceive, design, plan and create a professional standard media product.</p> <p>Assessment is split into three stages, with four components. The first component is the completion of all pre-production assets, and these are submitted by the end of semester one. The second component is a presentation of the project plan and portfolio of on-going work, demonstrating progress achieved to-date. The third and fourth components are submitted at the end of semester two and are the final product (with all associated assets) and a portfolio of marketing/publicity materials and activities.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Portfolio of pre-production assets	20%
Summative	Presentation	Project presentation and work in-progress	15%
Summative	Coursework - Written	Project and associated production assets	50%
Summative	Coursework - Written	Portfolio of publicity/marketing showcase (Online/social media) for project	15%
Formative	Presentation	Presentation Pitch idea 5mins 3	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

