1. KentVision Code and title of the module

MSTU6001 Media Industry and Innovation

## Division and School/Department or partner institution which will be responsible for management of the module

Arts & Humanities/ School of Arts/ Department of Film and Media

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 6

## The number of credits and the ECTS value which the module represents

30 Credits

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn or Spring

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following course: BA Media Studies and related programmes

1. The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:

8.1 Apply high level research and analytical skills to the study of an aspect of the media industry.

8.2 Demonstrate systematic understanding of a range of key theoretical and practical issues currently faced by the media industry in the UK and internationally.

8.3 Demonstrate insight into the opportunities and challenges for employment within the media industry..

8.4 Demonstrate practical knowledge, skills and experiences needed to be employable in the media industry.

8.5 Contextualise, record, and critically evaluate media industry practices and processes.

1. The intended generic learning outcomes.  
   On successfully completing the module students will be able to:

9.1 Demonstrate the ability of initiative, planning, autonomy and time-management in identifying opportunities for personal and professional development.

9.2 Present themselves and their ideas effectively in applications for employment, funding, etc.

9.3 Demonstrate high levels of competence in data collection, research, communication, compiling of reports, information management, promotion and design.

9.4 Communicate effectively, to a professional standard, using coherent arguments and propositions in a variety of media, verbally and in writing.

9.5 Develop a substantial degree of critical and self-reflexive awareness by reflecting on their own learning and personal development in a strategic, analytical and autonomous way.

1. A synopsis of the curriculum

In this module, students develop an independent project which introduces an innovation in an established area of media practice. The module provides students with an opportunity to deepen their expertise in a specific area of the media industry. By critically examining the state of the art in their chosen area, students identify a ‘gap’ in current media practice, which they address through their own innovative work. The module builds on existing areas of media practice introduced elsewhere on the programme. The relevant areas of media practice will change yearly, depending on the specialism of the module convenor, but may include audio production (e.g. podcasts); audio-visual production (e.g. short films or video essays); creative and critical writing (e.g. blogging, journalism, scriptwriting); and promotional media (e.g. social media campaigns). This module focuses on developing careers skills, including designing, delivering, presenting, pitching and critically reflecting on a creative project.

1. Reading list (

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. Contact Hours

Total contact hours: 12

Private study hours: 288

Total study hours: 300  
  
13. **Assessment methods**

13.1 Main assessment methods

Seminar Presentation (20%)

Essay (2,000 words) (30%)

Digital Portfolio (50%)

13.2 Reassessment methods

Like-for-Like

1. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Private Study | **x** |  | **x** |  |  | **x** | **x** |  | **x** | **x** |
| Lectures, workshops, tutorials | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Seminar Presentation |  |  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Essay | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Digital Portfolio | **x** | **x** | **x** | **x** |  | **x** |  | **x** |  | **x** |

1. Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. Campus(es) or centre(s) where module will be delivered

Canterbury

1. Internationalisation

While most innovation projects are likely to be UK-based, some may place elsewhere in Europe and further afield. Students will develop their understanding of the national and, where appropriate, international context of their chosen area of interest.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 14/01/2021 | Major | 2021/22 | 9,1012,14,17 | No |
| 21/12/2021 | Major | 2022/23 | 6,8,10-11,13 | No |