

Making Media

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Project overview:

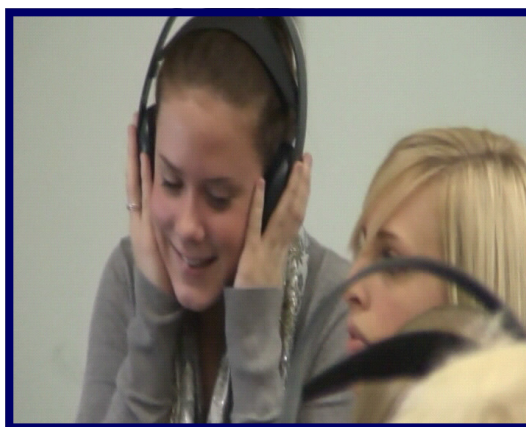
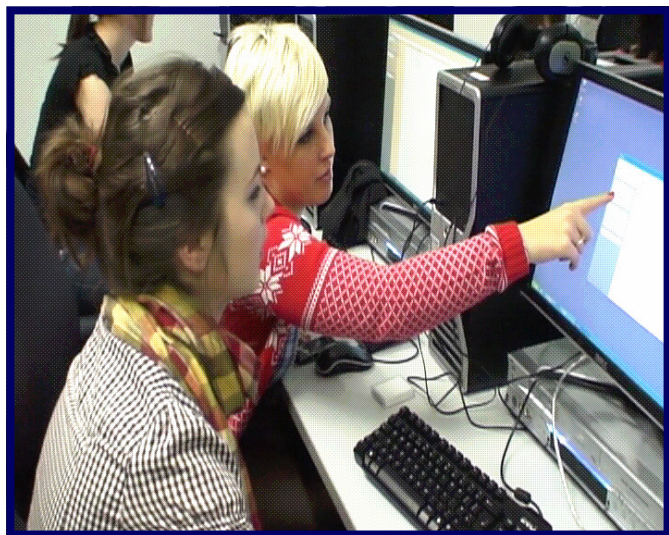
The project aims to embed and evaluate student learner autonomy via the delivery of this new module "Making Media" across the Media & Communication Portfolio. This forms a basis for students taking responsibility to underpin their learning at level 4 and throughout their undergraduate experience. The knowledge gained through this proposal will feed from L4 to L7 and across curricula

Project aims:

- Establish the use of PDP towards career planning, reflexive practice and learner autonomy
- Enable and develop an understanding of the relationships between media theory and media practice
- Ensure confidence in the use of equipment for the production and editing of moving images and sound
- Encourage interprofessional learning and engagement to develop skills related to working for/with a client, group management and learner autonomy

Future Plans - in response to the project:

- Newsroom is to be re-designed and reconfigured.
- Furnival building will host its own production kit
- Video cameras will be more simple to use and capture to hard drive thus eliminating the need for tapes
- Digital literacy skills will be covered in the new curriculum
- Develop additional framework for student reflection
- Build in substantial drop in support mechanism for when technical problems occur



What's going well:

- Students have successfully completed the workshop sessions in theory and practice
- Blog entries have provided us with evidence indicating that students enjoyed the module.
- Students can now record audio and capture video to a good standard
- Most students have now successfully completed all the tasks (in some cases beyond staff expectations)
- Student work demonstrates creativity and quality.
- Blog participation has enabled students to develop their reflective thinking.

Support needs:

- Flexible technical support
- Funding for new equipment
- Blackboard support
- Level 5 student Peer support for level 4 students
- Drop in technical support

Technology is playing an increasingly important role in our lives.

The Making Media module is for the professional communicator of the 21st century:

Digital media features more and more in our daily lives. Today's society has an expectation of instant news updates from multiple sources which are ever increasing. For the journalist digital media now features as a main part of news reporting. The skills which are required to manage and handle digital media can be complex. The Making Media module targets first years and develops fundamental skills in media production for Media, Journalism and Public Relation students

What's going not so well:

- Some students did not engage with the group work causing certain team tensions.
- Accessing production equipment from the ACES central stores has been problematic.
- The technical infrastructure in the newsroom is currently inadequate to deliver this module successfully as only half the workstations were operational.
- The "DV" video tape format has proved unreliable causing corruption on some student recordings.
- Some students found the video editing process a serious challenge this is mainly due to weak digital literacy skills in those particular students.



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