

Module Title:	Creative Video
Credits:	5
NFQ Level:	7
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	Lecture. Field work. Group work. Experiential learning. Flipped classroom. Presentation.
Module Aim:	To develop competencies in visual media production underpinned by academic theory and industry research.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Characterise and analyse ideas underpinning media theory.
LO2	Express a personal media aesthetic.
LO3	Unpack and judge media texts.
LO4	Create multi-media narratives for different audiences underpinned by professional behaviours.

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Media Theory

• Media theories. • Media as storytellers. • News production and objectivity • New media: Cybervisions, roles and agents of change. • Semiotics • Key thinkers in media studies

Media Practice

• Pre-production: planning, research, production meetings • filming for broadcast, • editing video, • post-production TV/video • TV performance • Narrative/ storytelling • Taking briefs • Technical aspects of radio and video • Relationships media teams • Professional behaviours • Working with executives • Showcase

Media Writing

• Writing proposals • Script writing for TV/video • Writing briefs • Populating team documents

Assessment Breakdown

	%
Practical	70.00%
End of Module Formal Examination	30.00%

No Continuous Assessment

No Project

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Video	2,3,4	50.00	n/a
Practical/Skills Evaluation	Aesthetic visual media artefact	2,3,4	20.00	n/a

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Assessment of theoretical knowledge	1,3	30.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.00
Lab/Lecture	Every Week	2.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	0.50
Lab/Lecture	Every Week	1.00
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	3	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	3	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	3	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Elective
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Elective