Module Title:	Podcasting and Multi-Screen Production
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	[2 programme(s)](#)

Teaching & Learning Strategies:	experiential learning; flipped classroom; showcases; lecture; learning through creation.

Module Aim:	To show mastery of media making and demonstrate professional media behaviours. To demonstrate knowledge of the theory underpinning media studies.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Create media texts for various contexts and audiences
LO2	Demonstrate professional behaviours common to media industries
LO3	Demonstrate a knowledge of the theories, concepts and methods that underpin media creation and approaches

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

Module Content & Assessment

Indicative Content
Podcasting and audio storytelling Audio storytelling • radio performance, • running an production • radio techniques • taking briefs • building narratives • podcasting
Video and visual storytelling • How to pre-produce and post produce video • Research/taking a brief • creating and editing video • executive decision making • making video for online platforms • building narratives • vlogging
Professional behaviours • taking a brief • professional relationships • stages of production • working with an executive • deadlines and housekeeping • presenting at showcase
Media theory and practice • Theories of radio • theories of video, visual arts and film • media viewings and critique •

Assessment Breakdown	%
Continuous Assessment	30.00%
Practical	70.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Open-book Examination	Theory and viewing exercises examined through open book test(s)	3	30.00	n/a

No Project

Practical				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Students assessed on video and audio artefacts created	1,2,3	70.00	n/a

No End of Module Formal Examination

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

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.00
Lab/Lecture	Every Week	3.00
Assignment	Every Week	3.67
	Total Hours	7.67

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	7	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	7	Mandatory

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