

<b>Module Title:</b>	Creative Video
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">5 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Lecture. Field work. Group work. Experiential learning. Flipped classroom. Presentation.
<b>Module Aim:</b>	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	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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
<b>Media Theory</b> • Media theories. • Media as storytellers. • News production and objectivity • New media: Cybervisions, roles and agents of change. • Semiotics • Key thinkers in media studies
<b>Media Practice</b> • 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
<b>Media Writing</b> • 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**

<b>Workload: Full Time</b>		
<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

  

<b>Workload: Part Time</b>		
<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	<a href="#"><u>Bachelor of Arts (Honours) in Content Creation and Social Media</u></a>	3	Mandatory
CW_BHCPR_B	<a href="#"><u>Bachelor of Arts (Honours) Public Relations and Media</u></a>	3	Mandatory
CW_BHCPR_D	<a href="#"><u>Bachelor of Arts in Public Relations and Media</u></a>	3	Mandatory
CW_BBDMA_B	<a href="#"><u>Bachelor of Science (Honours) in Digital Marketing with Analytics</u></a>	5	Elective
CW_BBDMA_D	<a href="#"><u>Bachelor of Science in Digital Marketing with Analytics</u></a>	5	Elective