

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	
<i>On successful completion of this module the learner should be able to:</i>	
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 <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
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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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