

## Module Specification

### Summary Information

<b>Module Code</b>	4602MCIPA
<b>Formal Module Title</b>	Content Creation
<b>Career</b>	Undergraduate
<b>Credits</b>	15
<b>Academic level</b>	FHEQ Level 4
<b>Module Pass Mark</b>	40

### Learning Methods

Learning Method Type	Hours
Lecture	26
Workshop	24

### Module Offering(s)

Start Month	Duration
September	28 Weeks

### Aims and Outcomes

<b>Aims</b>	Students will gain insight regarding how secondary creative content is used and produced across the performing arts and creative industries. Students will be taught, mentored, and guided in the acquisition and application of basic skills in the creation and delivery of media content, relevant to Management in the creative industries and performing arts.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Illustrate the secondary uses of media or creative content within the contemporary creative industries and performing arts sector.
MLO2	Recognise key contemporary production processes and formats used to create and deliver media based content across the creative industries and performing arts.
MLO3	Evidence an ability to utilise a specific contemporary media format to create content appropriate for the performing arts and creative industries.

## Module Content

Outline Syllabus
<p>Recognising secondary creative content and its uses within the creative industries and performing arts.</p> <p>Familiarity with the lexicon of secondary creative content production and use as it applies in the creative industries and performing arts.</p> <p>Choosing which media format to utilise for specific products, audiences and platforms.</p> <p>Ability with and comprehension of specific, contemporary and appropriate digital programmes, for the creation and delivery of promotional and / or communicative media content.</p>
Module Overview
<p>Students will gain a confident understanding of how secondary creative content is used and produced across the performing arts and creative industries. Students will also be taught, mentored, and guided in the application of specific contemporary creative digital skills, regarding the production and delivery of media content, relevant to the creative industries and performing arts.</p>

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Practice	Digital Content Project	100	0	MLO1, MLO2, MLO3