

Title:	New Media Production APPROVED
Long Title:	New Media Production
Module Code:	CTEC8005
Credits:	5
NFQ Level:	Advanced
Field of Study:	Communication Technologies
Valid From:	Semester 1 - 2016/17 (September 2016)
Module Delivered in	4 programme(s)
Module Coordinator:	ROSE MC GRATH
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Module Description:	This module provides learners with the conceptual skills required to understand web based communication. It offers students practical experience of appropriate tools for the collaborative production, editing and delivery of content for the web. It also provides a practical introduction to commercial online environments used to control and evaluate public access to online content.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Explain how web 2.0 applications are embedded in a wider digital infrastructure which supports online communications;
LO2	Deliver communication solutions effectively through web based publications using appropriate industry standard proprietary, or opensource tools;
LO3	Incorporate a range of media assets such as text, image, audio and video into a web site or online publication;
LO4	Apply a critical approach to implementing a communications strategy which employs contemporary digital technologies.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</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. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</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. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

New Media Production - Theory and Practice

Approaches to online publishing, research and development through an investigation of case-studies. Research methods and how to convert requirements into web solutions. Concept methods and how to progress from concept to realisation.

New Media and Collaborative Communication

Trends in collaborative communication: Blogs, Podcasting, Wikis. Considerations for effective communication. Project planning and documentation. Delivery methods. Use of Media file types and formats. Technical considerations: Bandwidth, compatibility, server issues.

New Media Production in Practice

Practical Use of Web 2.0 tools for research, design and development of a functional web based publication.

Assessment Breakdown

%

Course Work

100.00%

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Short Answer Questions	Technical knowledge of web and applications relevant to the module	1,2,3	25.0	Week 6
Project	Media Project and Report	1,2,3,4	75.0	Sem End

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Theory	1.0	Every Week	1.00
Lab	Practical	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	No Description	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources
<i>Recommended Book Resources</i>
<ul style="list-style-type: none"> • Jason Whittaker 2013, <i>Producing for Web 2.0: A Student Guide</i>, 3rd Ed., Routledge [ISBN: 978-113473623]
<i>Supplementary Book Resources</i>
<ul style="list-style-type: none"> • Sarah McHarry 2013, <i>WordPress To Go</i> [ISBN: 978-14811305]
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<ul style="list-style-type: none"> • Website: 2016WordPress Documentation, Wordpress http://codex.wordpress.org/Main_Page • Website: The Next Web http://thenextweb.com

Module Delivered in			
Programme Code	Programme	Semester	Delivery
CR_HJWNM_9	<u>Master of Arts in Journalism with New Media</u>	2	Mandatory
CR_BPRNM_9	<u>Master of Arts in Public Relations with New Media</u>	2	Mandatory
CR_CARCT_9	<u>Master of Science in Architectural Technical Design</u>	2	Elective
CR_DINAR_9	<u>Master of Science in Interior Architecture</u>	2	Elective