**MODULE CODE: CI7820 LEVEL:7 CREDITS: 30**

**TITLE: Media Specialist Practice**

**PRE-REQUISITES: None**

**CO-REQUISITES: None**

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| **Subject** | **Staff** | **Room** | **Email** |
| Module Leader/ coordinator | Sarah Barman | SB1009 | [paul@kingston.ac.uk](mailto:paul@kingston.ac.uk) |
| UX Design | Martin Colbert | SB1014 | [m.colbert@kingston.ac.uk](mailto:m.colbert@kingston.ac.uk) |
| Games Development | Darrel Greenhill (Games Programming Leader) | SB1016 | [d.greenhill@kingston.ac.uk](mailto:d.greenhill@kingston.ac.uk) |
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| Computer Animation | Richard Cunningham |  | [r.cunningham@kingston.ac.uk](mailto:r.cunningham@kingston.ac.uk) |

**MODULE SUMMARY**

This module is one of two core and complementary pre-requisite modules that form the cornerstone of the DMK Masters programme. This is a module combined of taught components alongside guided sessions and supervision, which allows students to acquire an understanding of a multidisciplinary nature of media practice and develop their own portfolio through a project centred learning experience. The focus is on consolidating the individual students’ media specialism within the course subject areas, to define their skills and profile as an individual specialist media practitioner.

**AIMS**

* To enable students to consolidate, develop and refine their own specialist practice in relation to current career paths in the digital media industries.
* To provide students with an opportunity to bring together selected specialist practices to enhance their portfolio
* To help students develop broader understanding of the current media specialist practice, particularly in their chosen area of expertise

**LEARNING OUTCOMES**

**On successful completion of the module, students will be able to:**

* Demonstrate an advanced level media specialist practice through the ongoing development of an online portfolio
* Demonstrate a thorough understanding of technical, practical and professional constraints in the execution of media specialist projects
* Use appropriate tools and processes from their own specialist domain to an advanced level
* Demonstrate independence in researching, conceptualising and implementing briefs and take personal responsibility for completion of allocated tasks to a professional standard

**CURRICULUM CONTENT**

* Visual perception and interactive interfaces across the domains covered in the DMK programme
* Tools and skills pertinent to the studied domain, including software environments appropriate for artefact/portfolio presentation
* Quality evaluation and standards pertinent to digital media practices
* Case studies whose themes reflect current best practice
* Student led individual project briefs set in consultation with Industry Panel and research centres
* Pertinent research and development methods in studio practice
* Execution of relevant digital content production, management, distribution processes

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| **Date** | **Week of course** | **10.00-13.00** | **14.00-15.00** |
| 22-Jan | TW1 | Introduction to the module and coursework, Introduction to Streams | Stream related workshop |
| 29-Jan | TW2 | Virtual Reality and Potential Applications in Digital Media | Stream related workshop |
| 05-Feb | TW3 | How to use narrative to give your project more depth (Games Programming – alternative schedule) | Stream related workshop |
| 12-Feb | TW4 | How to write a great project proposal and how to write a great project report | Stream related workshop |
| 19-Feb | TW5 | How to Develop a Stunning Portfolio | Stream related workshop |
| 26-Feb | TW6 | **Interim presentation** | **Interim presentation** |
| 05-Mar | TW7 | AI and potential applications in Digital Media (Games Programming – alternative schedule) | Stream related workshop |
| 12-Mar | TW8 | Measuring Facial Expressions | Stream related workshop |
| 19-Mar | TW9 | Localisation for Games | Stream related workshop |
| 26-Mar | TW10 | **Final Presentation** | **Final presentation** |

**Curriculum Dates and Content Details** (indicative – full schedule will be released on Canvas)

**TEACHING AND LEARNING STRATEGY**

The learning outcomes will be achieved through a combination of lectures, workshop exercises, practical work, project work and independent study.  Guest lectures from industry specialists will be used to support the learning process. Approximately 40% of the lectures will be delivered across the Programme in order to facilitate the understanding of how different disciplines work together in media practices. The 60% of the content will be delivered in separate workshops and talks, on a per domain basis. The domains will be combined in some instances where it is professionally considered appropriate – for example, Animation and Games Programme – the details of which will be apparent from the structural diagram of the module teaching to be released in a separate document

Students will be expected to spend a total of 300 hours on the module including independent study.

Early in the Semester, project themes are announced and a choice of projects by individual students is made in consultation with the Supervisory team. Informal alliances between projects (maximum 3) are allowed and encouraged – in order to develop a better understanding of how different aspects of media practice come together in reality and contribute to the quality of the outcome. More details on the coursework assignment is published in a separate document.

Specialisms are aimed to relate directly to job roles. They may, for example, include:

* (MSc) Game Development (Programming): tools & plug ins; algorithms;  graphics  programming; game server back-end programming; traffic/flocking/crowd AI
* (MA) Game Development (Design): concepts; mechanics; levels, narrative; gameplay; world & system design; interface and navigation; game studies
* (MA) Computer Animation: tools and plug ins; storyboarding; character development; visual narrative; modelling & texturing; lighting; match moving, motion capture;
* (MSc) UXD: User Testing, User Research, Information Architecture, User Interface Design and Prototyping (HTML, CSS etc) ; Interaction Design, Content Strategy, Branded UX

**BREAKDOWN OF TEACHING AND LEARNING HOURS**

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| --- | --- | --- |
| **DEFINITIVE KIS CATEGORY** | **INDICATIVE DESCRIPTION** | **HOURS** |
| Scheduled learning and teaching | Lectures & Workshops | 60 |
| Guided independent study | Independent Study | 240 |
|  | Total  (number of credits x 10) | 300  30 |

Portfolio presentation tools: principles and practice including hands-on experience with one of the commonly used content management systems (Guest Speaker, practitioner)

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| Teaching  schedule: | Day | Time | Class type | Room |
| Module week | Tuesday 22rd January 2019 to  Tuesday 26th March 2019  (some streams will have occasional sessions at other times/days) | 10:00 – 13.00  13:00 – 14.00  14.00-­- 17.00 | lecture lunch workshops /  tutorials | A variety of rooms and labs |

**ASSESSMENT STRATEGY**

Students are assessed as individual specialist practitioners. They receive summative, timely feedback from the assessment team according to the University policies. They also receive formative assessment of their practical contribution to the final proposal and artefact/prototype/portfolio. The formative feedback is designed to inform student preparation for the summative assessment. It may also feed forward across the degree programme.

**MAPPING OF LEARNING OUTCOMES TO ASSESSMENT STRATEGY**

On completion of the module, students will be able to:

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| --- | --- |
| ***LEARNING OUTCOME*** | ***ASSESSMENT STRATEGY*** |
| Demonstrate a professional level media specialist practice through the further development of an online portfolio | Formative assessment, particularly following interim presentation will guide student progress. |
| Demonstrate a thorough understanding of technical, practical and professional constraints in the execution of all works | Summative assessment by academic team with input from specialist staff throughout the module will guide student progress |
| Use appropriate tools and processes from their own specialist practice to a professional level | Summative and formative assessment of individual works |
| Take personal responsibility for completion of executed tasks to a professional standard | Formative and summative assessment of online portfolio |

**BREAKDOWN OF MAJOR CATEGORIES OF ASSESSMENT*(DEFINITIVE)***

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| --- | --- | --- |
| **DEFINITIVE KIS CATEGORY** | **INDICATIVE DESCRIPTION** | **PERCENTAGE** |
| Coursework | Portfolio of courseworks | 90% |
| Practical exam | Informal presentation | 10% |
|  | Total | 100% |

**ACHIEVING A PASS *(DEFINITIVE)***

**It IS a requirement that the major category of assessment is passed in order to achieve an overall pass for the module**

**BIBLIOGRAPHY *(INDICATIVE)*:**

**Core Text(s):**

Individually recommended to support specific projects.

**Recommended Reading includes:**

Theresa Neil, “Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps”,O'Reilly Media; 2 edition. ISBN-13: 978-1449363635 (2014)

David Wood, “Basics Interactive Design: Interface Design: An introduction to visual communication in UI design, Fairchild Books, ISBN-13: 978-2940411993. (2013)

Jenifer Tidwell, “Designing Interfaces”, O'Reilly Media; 2 edition. ISBN-13: 978-1449379704 (2011)

Jeremy Gibson, “Introduction to Game Design, Prototyping, and Development: From Concept to Playable Game - with Unity and C# (Game Design and Development)”, Addison Wesley; 1 edition. ISBN-13: 978-0321933164 (2014).