

Module Specification

Module Summary Information

1	Module Title	Narrative: From Media to Interactive Media
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7334

5 **Module Overview**

Within the context of media integration and convergence, Narrative: from media to interactive media aims to help students to build a flexible skillset that provides a basis to critically adapt to both new and developing storytelling technologies.

Structurally the module begins by building applied understanding of narrative structures across a range of media based on a combination of case studies and individual exploration, before supporting students in developing and executing planning around narrative projects. Both stages are closely aligned to the core assignment tasks. The first stage of the module provides a platform for the student to identify and critically evaluate narrative techniques used within relevant media, with a balance to reflect the student's own study focus, while the second stage supports the student in initiating and developing techniques to produce a media artefact (whether innovative, conventional or emerging narrative) within an identified professional context. These techniques include core media production skills required for developing the basis for a masters level practical project. Normative assessment of a draft review at the end of the first stage is used to inform increased emphasis on production in stage 2.

A mixed methods and team teaching pedagogical approach is adopted, with lectures combined with hands-on workshops where students are asked to critically evaluate their own work and the work of others. Supplementary technical sessions may be required to provide specialist skills with particular media to a required professional standard. The critical evaluation of early work is then synthesised with narrative planning culminating in a project that demonstrates the application of editorial, creative and practical skills across multiple media contexts. This links to the different core semester two modules and Work Placement module.

6 **Indicative Content**

- Workshops and group activities are used to introduce the module content
- Workshops also focus on critical debate and discussion
- Directed study provides an opportunity for you to explore your own area of interest and further develop your skills and knowledge accordingly

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Identify and critically evaluate narrative techniques used within relevant media.
	2	Initiate and develop innovative, conventional or emerging narrative techniques to produce a media artefact within an identified professional context.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1 and 2	x		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	