Module Details

Module Title	Creative Studio Production
Module Code	FAM4020-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 4

Contact Hours

Type	Hours
Lectures	20
Tutorials	20
Laboratories	20
Directed Study	140

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

To foster and develop students' ability to create new ideas and to develop appropriate creative strategies for making artefacts, media production, other forms of digital media production, or for self-expression.
To enable students to gain a good understanding of creative practices, workflows, and similar within a studio environment for their chosen discipline.
To deploy personal experience, reflection and visual languages, for the purposes of creative expression, ideas generation, research and development, and to use studio production technologies to support creativity and imagination in a student's home discipline.

Outline Syllabus

Developing a portfolio; Working to a Brief; Developing Creativity and the Creative Process; Generating Concepts; Ideation and Conceptualisation; Imaging Technologies; Treatments, Storyboards and Sketches; Visualisation, Visual Literacy and Digital Imaging, The Journal as Product and as Process; Using Personal Experience as Research Tool.

Learning Outcomes

Outcome Number	Description
LO1	Research and analyse a range of visual techniques, tools and technologies for the purposes of creativity and ideas generation.
LO2	Employ and develop image production skills using a coherent design process and a wide range of systems of representation in line with your specific field of study.
LO3	Demonstrate reflective learning both independently and in group situations for a range of audiences.

Learning, Teaching and Assessment Strategy

The module is team taught. Learning is developed through a lecture series, seminars and group activities in workshops. A multidisciplinary approach to Learning and Teaching in the delivery of learning activities is employed for the module.

Practical outputs and subsequent coursework are generated through the production of a portfolio in response to a brief set by tutors. Whilst assessment will be discipline specific, articulated in the assessment brief, choice in the assessment is accommodated.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Presentation	Vision 2040 Group Presentation (Supplementary if required Individual presentation)	50%
Summative	Coursework - Portfolio/e-portfolio	Digital Portfolio (1500 words)	50%

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.