Module Descriptor

Title	Collaborative Multiplatform Project		
Session	2025/26	**Status**	
Code	CMPG11003	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	ELIZABETH McLAUGHLIN		

Summary of Module

The Collaborative Multiplatform Project extends students' abilities and participation in contemporary methods and practices associated with interdisciplinary creative industries practice and convergent production.

Students with divergent backgrounds and skill sets will come together in small creative teams to develop and produce a collaborative project in which a range of ideas, experience and technologies converge, all within a matrix of interactivity. It is anticipated these Collaborative Multiplatform

Projects will have an on-line output, whether through products devised for streaming, podcastingor interactive broadcast. However, an innovative spectrum of multiplatform projects will be encouraged. Students will gain detailed experience of developing new content in contemporary creative contexts and evaluate the benefits of a variety of production approaches and techniques. The module will address the interface between research and practice with students gaining solid experience of working in an interdisciplinary creative team.

Student teams will develop a creative concept to a brief, underpinned by appropriate research and critical engagement. They will present their creative concepts to a project-commissioning panel including relevant industry professionals As well as documenting the pre-production work on the project, students will keep a dossier of evidence of project development, individual contribution and a final evaluative presentation and folio demonstrating an awareness of relevant contemporary debates and positioning the project within the contemporary cultural landscape.

Student teams will pitch their projects to a commissioning panel (assessed at 10% of the module) and there will be a final review presentation of the project . The Project and accompanying portfolio will account for 90% of the marks.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate a critical understanding of the principal theories, concepts and principles underpinning creative media practice in the context of their own developing creative practice through research, development and delivery of a Collaborative Creative Industries Project.
L2	Apply a significant range of specialised creative skills in the context of convergent and collaborative production at the forefront of creative industries practice
L3	Exercise substantial autonomy and initiative in the course of a professional level collaborative creative media project and complex project management and appropriate creative engagement in the context of Collaborative Projects
L4	Demonstrate advanced creative and critical engagement with the key concepts and issues informing contemporary creative media practice and associated creative areas and industrial contexts, much of which is informed by leading edge development
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 11**
Practice: Applied Knowledge and Understanding	**Please select SCQF Level** Knowledge that covers and integrates most if not all of the principal areas,

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	features, boundaries, terminology and conventions of convergent production and practice. A critical understanding of the principal theories, concepts and principles underpinning creative media practice and production
Generic Cognitive skills	**SCQF 11** Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice and screen and broadcast industries. Identify, conceptualise and define new and abstract problems and issues in the context of a collaborative creative media project. Develop original and creative responses to problems and issues. Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information. Offer professional level insights, interpretations and solutions to problems and issues
Communication, ICT and Numeracy Skills	**SCQF 11** Use a range of advanced and specialised skills relevant to creative media practice and screen and broadcast production – for example: Communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise Communicate with peers, more senior colleagues and specialists Use a wide range of software to support and enhance work at this level
Autonomy, Accountability and Working with Others	**SCQF 11** Use a range of advanced and specialised skills relevant to creative media practice and screen and broadcast production – for example: Communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise Communicate with peers, more senior colleagues and specialists Use a wide range of software to support and enhance work at this level

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	10
Tutorial / Synchronous Support Activity	10
Laboratory / Practical Demonstration / Workshop	20
Asynchronous Class Activity	80
Independent Study	80
Please select	
TOTAL	200 HOURS

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Dowd, T. et al. (2013) Storytelling Across Worlds: Transmedia for Creatives and Producers. Abingdon:Oxon: Focal Press

Halskov, A. (2021) Beyond Television: TV Production in the Multiplatform Era, University Press of Southern Denmark.

Lambert, J, (2018) Digital Storytelling: Capturing Lives, Creating Communities. Routledge (5th edition)

Sennet, R. (2012) Together: The Rituals, Pleasures and Politics of Cooperation. London: Penguin Wiley and Sons / Adweek Books)

Syed,Matthew (2019) Rebel Ideas: the power of diverse thinking. London: John Murray Press

Tharp, T. (2013) The Collaborative Habit: life lessons for working together. New York: Simon and Schuster

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attend all lectures and workshops including the independent group sessions and formative presentations and pitches.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	ARTS AND MEDIA
Moderator	DANIEL TWIST
External Examiner	D. Griffiths
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	2.07

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Pitch/Presentation - 10%
Assessment 2
Collaborative Multiplatform Project/Portfolio - 90%
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☒	☐	☒	☒	☐	10	

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio of Practical Work	☒	☒	☒	☒	☐	90	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Updated reading list	March 7	EMcLaughlin