Module Descriptor

Title	Multiplatform Development		
Session	2025/26	**Status**	Undergraduate
Code	BROA09010	**SCQF Level**	9
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Daniel Twist		

Summary of Module

Multiplatform Development aims to highlight the current development methodology for multiplatform output within the UK and beyond.

The module will address current issues surrounding audiences, broadcast formats, social media interaction, and content repurposing for differing media.

Students will develop a multiplatform idea treatment proposal 'deck' and taster tape that will demonstrate an understanding of various aspects of storytelling and connected viewing of multiplatform audiences.

Students will publish on social media a reflection Vlog or Blog discussing the processes and challenges they encountered.

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	☐

[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

Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate an understanding of the theory and development of multiplatform productions within the broadcasting industry.
L2	Demonstrate creative and critical engagement with key concepts and issues informing contemporary multiplatform production.
L3	Research, develop and produce a proposal treatment 'pitch deck' and 'sizzle reel' for a multiplatform series.
L4	Reflect on Multiplatform theory, practices, and development processes.
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 9** A critical understanding of a selection of the principal theories, principles, concepts and terminology. A broad and integrated knowledge and understanding of the scope, main areas and boundaries of a subject/discipline.
Practice: Applied Knowledge and Understanding	**SCQF 9** Use a selection of the principles, skills, techniques, practices and/or materials associated with a subject/discipline. Practice routine methods of enquiry and or research.
Generic Cognitive skills	**SCQF 9** Undertake critical analysis, evaluation and/or synthesis of ideas, concepts, information and issues. Identify and analyse routine professional problems and issues.
Communication, ICT and Numeracy Skills	**SCQF 9** Use a range of routine skills and some advanced and specialised skills in support of established practices in a subject/discipline, for example. Make formal and informal presentations on standard/mainstream topics in the subject/discipline to a range of audiences.
Autonomy, Accountability and Working with Others	**SCQF 9** Exercise autonomy and initiative in some activities at a professional 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	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Holt, Jennifer & Sanson, Kevin Eds, (2014) Viewing, Selling, Streaming, & Sharing Media in the Digital Age, Routledge. Gitner, S. (2016). Multimedia Storytelling. London: Routledge. Lambert, J., & Hessler, B. (2018). Digital Storytelling: Capturing Lives, Creating Community (5th ed.). London: Routledge. Lotz, Amanda D (2014) The television will be revolutionized (2nd ed.). New York: New York University Press. McErlean, K. (2018). Interactive narratives and transmedia storytelling. London: Routledge. Zeiser, Anne (2015), Transmedia Marketing. From Film and TV to Games and Digital Media. Routledge
(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:**

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 & Media
Moderator	Paul Tucker
External Examiner	T Ware
Accreditation Details	ScreenSkills
Module Appears in CPD catalogue	☒ **Yes** ☐ **No**
Changes / Version Number	3

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Multiplatform Idea Pitch and One-Page Treatment – A live video call presentation of the proposed multiplatform series idea for TV or Radio or Podcast with written one-page treatment. Highlighting specific unscripted genre and multiplatform context.
Assessment 2
Extended Treatment 'Deck' and Taster Tape – students will further develop a multiplatform format extended treatment deck including format, graphics, stills, story development, contributor details and rationale for inclusion.
Assessment 3
A 1500 word reflective Blog or 5-minute Vlog that examines student's progress through the module and development as producers.
(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**

	☒	☒	☐	☐	☐	30	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☒	☐	☐	50	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☒	☐	20	
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**