University of the West of Scotland

Module Descriptor

Session: 2024-25

Title of Module: Collaborative Multiplatform Project			
Code: CMPG11003	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & 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, podcasting or 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					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☐	☒	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☒	☐	☐	☐	☐	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	☒	Term 2	☐	Term 3	☐

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

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

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 Level **11** Knowledge that covers and integrates most if not all of the principal areas, 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.

	A critical understanding of a range of specialized theories, principles and Concepts. Demonstrate extensive, detailed and critical knowledge and understanding in one or more specialisms, much of which is at or informed by developments at the forefront. Apply a critical awareness of current issues in creative media practice and associated production areas
Practice: Applied Knowledge and Understanding	SCQF Level **11** Use a significant range of the principal skills, techniques, practices and/or materials which are associated with Creative Media Practice Use a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments associated with creative media practice Demonstrate originality or creativity in the application of knowledge, understanding and/or practices associated with the production of creative media outputs Practice in a wide and often unpredictable variety of professional level contexts
Generic Cognitive skills	SCQF Level **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 Level **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 Level Choose an item. 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	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 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
	Hours Total 200

Indicative Resources: (eg. Core text, journals, internet access)
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 Sennet, R. (2012) Together: The Rituals, Pleasures and Politics of Cooperation. London: Penguin Syed,Matthew (2019) Rebel Ideas: the power of diverse thinking. London: John Murray Press .
(**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.

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. Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..
(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	Ars and Media
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	Arts and Media
Moderator	Paul Tucker
External Examiner	D. Griffiths
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	2.06

Assessment: (also refer to Assessment Outcomes Grids below)
This module contains two assessments – a group pitch presentation worth 10%; The Collaborative Multiplatform Project Portfolio worth 90%
Assessment 1   Pitch/Presentation - 10%
Assessment 2 Collaborative Multiplatform Project/Portfolio - 90%
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)		Weighting (%) of Assessment Element	Timetabled Contact Hours
Presentation	✓		✓	✓		10	2

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)		Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of Practical work	✓	✓	✓	✓		90	

	Combined Total for All Components	**100%**	**2 hours**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor
Changed Title and wording to reflect Multiplatform focus	9/2/24	T. Grace

Version Number: 2.06