BSc (Hons) Media Production

APPENDICES

July 2022

LIST OF APPENDICES

1. Course Descriptors
2. General Learning Outcomes (GLOs) &
   Curriculum Skills Map

BSc (Hons) Media Production

APPENDIX 1

COURSE DESCRIPTORS

July 2022

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course Title	**Academic Writing**				
Course Code	**EF1498**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 1/ Yearlong				
Teacher's Name	Antri Kanikli				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	• Introduce students to basic academic writing skills and conventions • Enable students to structure an academic essay • Enable students to construct simple, cogent arguments in academic writing • Increase learner autonomy as researchers • Enhance academic presentation skills				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Plan, draft and write an effective academic essay based on a clear and precise understanding of the essay question 2 Interpret and respond to an essay question effectively, accounting for genre and academic conventions 3. Effectively employ accepted grammatical and lexical features of academic writing 4. Correctly cite academic sources and avoid plagiarism 5. Develop oral presentation skills.				
Prerequisites	None		Required	None	
Course Content	• Various conventions of academic writing genres • Academic essay writing techniques • Essay structure and planning • Effective use of academic language • Referencing and correct acknowledgement of sources • Research methods • Presentation skills				
Teaching Methodology	The combination of Direct Contact Hours and Independent Learning Hours will ensure that students have access to a wide range of learning and teaching resources, both inside and outside the classroom. Students will work individually and in pairs/groups so as to cover all the skills needed for writing within an academic context.				
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:				

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed
	1	Spoken Assessment	30%	10 minutes	Practical Assessment	4,5
	1	Written Assessment	70%	2,000 words	Coursework	1-4

To pass this module students must achieve a mark of 40% or above, aggregated across all the assessments.

Language	English

Course Title	**English for Academic Purposes**				
Course Code	**EF1707**				
Course Type	Elective				
Level	Level 4				
Year / Semester	Year 1 / Yearlong				
Teacher's Name	Andria Michael				
ECTS	10 ECTS	Lectures / week	1h	Laboratories / week	3h (Tutorial)
Course Purpose and Objectives	This course aims to: 1. develop the language of second language users of English to meet high level language requirements of academic courses. 2. develop students' awareness of academic expectations in Higher Education and help them develop knowledge and skills to meet these.				
Learning Outcomes	On successful completion of this module a student will be able to demonstrate: 1. a high level of fluency and accuracy in using English in a range of written academic tasks. 2. ability to comprehend high level written and spoken English in field-specific academic contexts, and use reading and listening materials as sources. 3. a high level of competence in spoken English and ability to take active role in spoken interaction in academically appropriate contexts.				
Prerequisites	None		Required	None	
Course Content	The syllabus integrates development of language skills with study and communication skills using a range of academic topics drawn from social and natural science, arts and humanities, business and management, technology and IT. Where a cohort of students has similar study or professional goals, it is also possible to tailor topics to that group's needs. The module will focus on: • developing English language knowledge and skills to the appropriate level of competence (B2+) • refining English language skills to demonstrate high levels of awareness of contextual variation in language style, appropriacy to context and genre and refining ability in producing spoken and written English texts which demonstrate competence in this. • increasing academic reading, writing, listening and speaking skills. • improving students' reading and listening comprehension by helping them develop effective methods and strategies.				

	• improving students' language proficiency by developing their vocabulary and grammar.
	• refining essential academic writing skills.
	• developing skills for participating appropriately in events such as lectures, seminars, meetings, teamwork or tutorials.
	• developing critical thinking abilities such as actively questioning texts and evaluating their content and competence in expressing critical opinions.
Teaching Methodology	The teaching and learning approach integrates the development of English language skills with relevant academic and/or professional skills, appropriate to the cohort of students. This means for example that the material that students will read (or lectures they will listen to) will be used as input for language work, seminar discussion, oral presentation and essay writing. This integration reflects the nature of academic and professional practice and allows an in-depth exploration of various academic topics while developing English language knowledge and skills.
	Class contact sessions typically consist of a mix of tutor input (or recorded input) and interactive pair/ group tasks.
	Authentic academic and professional texts and scenarios are used to increase students' knowledge and awareness of a range of typical genres in their field, and to enable them to develop appropriate language and skills. There is a strong focus on academic vocabulary development, using the Academic Wordlists and other (online) resources, on improving reading speed, comprehension of spoken and written and particularly on improving academic and/or professional writing ability.
	Group and independent learning activities are used to replicate the typical demands of undergraduate study and/or the workplace. Independent work will involve preparation for classes, reading and researching academic texts, writing short texts in preparation for the portfolio of tasks. A range of online resources will be made available to students through Blackboard. These activities complement those undertaken during the module's Scheduled Learning and Teaching Activity and allow students to consolidate and develop both subject-specific and other transferable skills.
Bibliography	Course-books at B2+ level
	Chazal, E. de & McCarter, S. (2013) Oxford EAP (B2), Oxford: Oxford University Press.
	Chazal, E. de & McCarter, S. (2013) Oxford EAP (C1), Oxford: Oxford University Press.
	Hewings, M., Thaine, C. & McCarthy, M. (2012) Cambridge Academic English Advanced Student's Book: An Integrated Skills Course for EAP (C1), Cambridge: Cambridge University Press. Phillips, T & A Phillips (2012) Progressive Skills in English: Level 4 Course Book, Reading: Garnet
	Supplementary material:
	Bailey, S. (2003) Academic Writing – A Practical Guide for Students, London: Nelson.

	Burgmeier, A., Richmond, K., Rubin, B., Zwier, L.j. (2012) Inside Reading. The Academic Wordlist in Context, Oxford: Oxford University Press. Cottrell, S. (2008) The Study Skills Handbook (3rd edition), Basingstoke: Palgrave Macmillan Cottrell, S. (2011) Critical Thinking Skills: developing effective analysis and argument (2nd edition), Basingstoke: Palgrave Macmillan. Drew, S., & Bingham, R. (2002) The Student Skills Guide, Hampshire: Gower. Oshima, A. & Hogue, A. (2006) Academic Writing English. (4th ed). New York: Longman. Pallant, A. (2009) Writing Course Book, London: Garnet Education. Pear, R. (2010) Cite Them Right: the Essential Referencing Guide, Palgrave Macmillan. Shields, M. (2010) Essay Writing. A Student's Guide, London: Sage. Slaght, J., Harben, P. & Pallant, A. (2006) Reading and Writing. Source Book, London: Garnet Education. Online resources for independent study: Online Writing Tutor, available together with: Savage, A., Mayer, P. Shafiel, M., Liss, R. And Davis, J. (2012) Effective Academic Writing, Oxford: Oxford University Press Other online resources: Academic Phrasebank, at http://www.phrasebank.manchester.ac.uk/ Academic Wordlists: http://www.nottingham.ac.uk/~alzsh3/acvocab/index.htm http://www.victoria.ac.nz/lals/resources/academicwordlist/most-frequent.aspx
Assessment	The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module. (table below) Students must achieve a minimum of 40% overall in order to pass the module.
Language	English

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Word count	Category of assessment	Learning Outcomes being assessed
1	Examination	50%	3 hours	Written exam	1, 2
1	Portfolio of Tasks	50%	4 Tasks	Coursework and Practical	1, 2, 3

Course Title	**Introduction to Mathematics and Statistics**				
Course Code	**MA1601**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 1 / Yearlong				
Teacher's Name	Christina Marcou				
ECTS	10	Lectures / week	2h	Laboratories / week	2h
Course Purpose and Objectives	The aims of the module are to: 1. Develop the student's ability to use common mathematics in non-maths based subjects. 2. Introduce the students to techniques and methods of data analysis 3. Introduce the students to terminology and methods of statistical analysis. 4. Develop the students' ability to interpret data. 5. Develop the student's critical and analytical skills.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Manipulate numbers and use them to find quantities such as percentages, tax amounts, simple and compound interest. 2. Use algebra to rearrange expressions and solve equations like quadratic equations and linear simultaneous equations. 3. Solve questions on probability. 4. Represent data, interpret data, and perform some statistical analysis.				
Prerequisites	None		Required	None	
Course Content	**Numbers**: Roots, powers and indices. Logarithms. Percentages. Conversions. **Algebra**: Manipulating algebraic expressions. Solving equations. **Data**: Methods of representing data. Interpretation of data representation. **Combinatorics**: Factorials (arranging n objects in n! ways etc.), combinations, permutations. **Probability**: What is a probability? Events and sample spaces, probabilities from Venn diagrams, probabilities from formulae (unions/intersections), mutually exclusive events, exhaustive events, conditional probability, independent events, probability trees, experimental probability. **Statistics**: Mean, median, mode, finding these from frequency distributions and grouped frequency distributions, the interpretation and uses of the different measures. Range, percentiles/quartiles/interquartile range, standard deviation and variance, calculating these measures from frequency distributions and grouped frequency distributions, outliers, the interpretation and uses of the different measures.				

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Teaching Methodology	The class contact will consist of teaching classes together with workshops. Teaching classes will introduce new material and provide examples. Workshops have no new material introduced. Students will attempt problems during the workshops. Key elements of the learning strategy are regular sessions during which problems are attempted. Throughout the week students will be given a list of problems to attempt. Every two weeks there will be a short test on the recent material covered.
	The module will be assessed by short tests and a final examination. To assess and grade how well the students understand all of the topics covered in the module, given the benefit of all the feedback from the short tests, a final examination is used.
Bibliography	**Reading List** http://cypruslists.central-lancashire.ac.uk/lists/EC748AFC-FD61-DE92-AC48-9E3654362928.html Crawshaw, J. & Chambers, J. (2001) A Concise Course in Advance Level Statistics with worked examples, 4th edition, Nelson Thornes. Bostock, L. & Chandler, F.S. (2000) Core Mathematics for Advanced Level, 3rd edition, Stanley Thornes.
Assessment	

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Word count	Category of assessment	Learning Outcomes being assessed
15 (indicative only)	On-line homework	20%	Exercises based on weekly learning material.	Coursework	1,2,3,4
4	In-class assessment	20%	1 hour each	Written Exam	1,2,3,4
2	Examination	60%	2 hours each	Written Exam	1,2,3,4

To pass this module, students must achieve an overall weighted average of 40% or above.

Language	English

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Course Title	**Audio Production**				
Course Code	**TE1771**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 2 / Yearlong				
Teacher's Name	Christos Karpasitis				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To develop an understanding of the physics of sound and sound perception. b) To relate the physics of sound to the tools used to capture, generate and process audio. c) To develop skills in selecting and specifying the tools required for audio production. d) To develop practical skills in recording, processing reproducing and generating sound.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Describe processes and technologies used for audio production. 2. Assess the requirements for recording, generation and processing audio in specific situations. 3. Apply knowledge of sound recording, generation and processing to media production.				
Prerequisites	NONE	Required		NONE	
Course Content	In this module students will learn about what sound is and how it can be captured, processed and generated for use in media production. Moreover, students will learn how to evaluate audio content by applying a range of critical, analytical and theoretical approaches related to audio production. An initial exploration of the physics of sound and acoustics will be followed by investigating how audio hardware, software and environments influence the quality and characteristics of recorded audio so that they can select the most appropriate tools for specific audio production scenarios. Students will also be introduced to software used to generate sound and simple music. The skills and knowledge acquired in the module will be applied to the creation of practical audio projects.				
Teaching Methodology	Lectures will introduce students to theory, critical and analytical approaches, transferable concepts and techniques related to audio production. During workshops, students will explore or apply these theories, approaches, concepts and techniques, through the analysis of case studies or through observations and practical demonstrations.				

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	Several seminars will involve analysing and critically evaluating recordings or production scenarios.
	In practical workshops, students will make extensive use of audio equipment or software tools.
	Practical assignments will assess the students' understanding of audio principles and the technical operation of audio systems and tools. Moreover, they will assess the students' ability to evaluate their work and the work of others based on a range of theoretical, critical and analytical approaches related to audio production. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html

Assessment

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/ Wordcount (indicative only)	Category of Category of assessment	Learning Outcomes being assessed
1	Sound Recording and Report	40%	1 minute recording with report	Coursework	1,2,3
1	Audio Production and Report	60%	3-4 minute product with supporting paperwork and report	Coursework	1,2,3
To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					

Language	English

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Course Title	**Video Production**				
Course Code	**TE1772**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 2 / Yearlong				
Teacher's Name	Yiannis Philiastides				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To develop literacy in the visual grammar of film and video. b) To develop skills in the technical operation of audio-visual equipment and software used for single-camera video production. c) To illustrate the workflow processes and professional practices used in single-camera video production. d) To develop skills in planning and team-work in media production.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Apply principles of visual grammar to the planning of video sequences. 2. Operate video production equipment and software tools to produce video sequences. 3. Observe professional practice in the production of video sequences. 4. Work effectively in a production team.				
Prerequisites	NONE		Required		NONE
Course Content	Students will learn how to analyse video content while applying different critical and theoretical approaches related to video production. Additionally, students will acquire knowledge on: 1. Camera and sound recording technologies used for single-camera video production 2. Practical aspects of video editing such as: time-line editing, media-management, and publishing footage. 3. How moving images and video are assembled to communicate messages and for creating meaning. 4. Lighting equipment to light interviews, and how to add simple graphics to video sequences. 5. Project management including work safety, editor's rights				
Teaching Methodology	Lectures will introduce students to theory, critical and analytical approaches, transferable concepts and techniques related to video production. During seminars, students will				

explore or apply these theories, approaches, concepts and techniques, through the analysis of case studies or through observations and practical demonstrations.

Several workshops will involve analysing video sequences or production scenarios. In the remaining workshops, students will make extensive use of audio-visual equipment or software tools.

Assignments will assess the students' understanding of visual grammar, technical operation and professional practices. Students will be provided with examples of previous student work and other exemplars to illustrate the required standards. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.

Students will be placed into teams for many workshop activities in semester one as a preparation for the team-based assignment for semester two.

Students will be assessed on their ability to communicate and realise plans for video sequences in appropriate formats, to utilise media technology to a high technical standard, to work effectively in a team in the production of a substantial video project and to critically evaluate their productions or the productions of others by considering different theoretical, critical and analytical approaches related to video production.

Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:
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	http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of Category of assessment	Learning Outcomes being assessed
	1	Individual Video Assessment	40%	1 minute video with supporting paperwork	Coursework	1,2,3
	1	Group Video Assignment	60%	3-4 minute video with supporting paperwork	Coursework	1,2,3,4
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					

Language	English

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Course Title	**Multimedia Production**				
Course Code	**TE1775**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 2/ Yearlong				
Teacher's Name	Yiannis Philiastides				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To develop an understanding of basic animation techniques for use in multimedia production. b) To develop skills in the use of multimedia authoring tools. c) To develop skills in design planning for the moving image. d) To develop skills in iterative design processes.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Formulate prototypes for time-based multimedia products. 2. Make effective use of a range of multimedia production techniques. 3. Assemble and combine video, audio, type and image to create time-based multimedia products.				
Prerequisites	NONE		Required		NONE
Course Content	Principles of conventional animation. Use of Multimedia Authoring tools. Basics of communication theory. Design principles for the moving image. Prototyping, wire framing, sketching, animatics, maps and diagrams for multimedia design. Motion Graphics. Basic compositing for video. Basic sound creation and design for multimedia.				
Teaching Methodology	Lectures will explain transferable concepts and techniques. In the workshops, students will explore or apply these concepts and techniques in practical experimentation or observe a practical demonstration.				

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	Several workshops will involve analysing communication problems and exploring media-rich solutions to these. In other workshops, students will make develop skills in using multimedia software. Assignments will assess the students' understanding of multimedia authoring processes and techniques. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.					
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html					
Assessment	**Number of Assessments**	**Form of Assessment**	**% weighting**	**Size of Assessment/ Duration/ Wordcount** (indicative only)	**Category of Category of assessment**	**Learning Outcomes being assessed**
	1	Animatic Assignment	40%	1-minute prototype of multimedia sequence with supporting paperwork	Coursework	1,2
	1	Multimedia sequence	60%	1-2 minute product with supporting paperwork	Coursework	1,2,3
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					
Language	English					

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Course Title	**Computer Graphics**				
Course Code	**TE1803**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 2 / Yearlong				
Teacher's Name	Lambros Ioannou / Louis Nisiotis				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To introduce students to computer graphics principles, systems and methods. b) To enable students to develop strong visual communication skills and critical awareness of the work of others. c) To introduce working practices, recommendations, standards and specifications relating to the production of graphic products in a range of professional contexts.				
Learning Outcomes	On successful completion of this module a student will be able to: Answer basic questions about graphics principles, systems and methods. Produce computer graphics that meet predefined requirements of effective communication, aesthetic value and technical specification. Discuss important attributes of their own work and the work of others.				
Prerequisites	NONE		Required		NONE
Course Content	In this module students will learn how to produce effective computer graphics for the purpose of visual communication. Methods will typically include: static and motion graphics; photography; illustration; machine generated graphics; type and typography. Contexts will typically include: information design; user interface design; data visualisation and design for print. Techniques will typically include: sketching; vector and bitmap drawing/painting; photomontage; image manipulation. Theories applied will typically include: visual communication; analogue process; digital process; human vision; semiotics; design process models; colour systems; image formats; image resolution; measurement systems; image compression and image density range.				
Teaching Methodology	Coursework tasks will offer a challenge, requiring students to apply what they have learned in the scheduled sessions. As the module progresses coursework tasks will increase in complexity and require students to achieve good results within the constraints of time and resources. Every coursework task will have an associated 'knowledge and theory' element. Students will be required to answer 3-6 multiple-choice questions to test their understanding of knowledge and theory related to the specific coursework task. The final coursework task will require students to write a short critical appraisal of their own work in comparison to similar professional work of a high standard.				

	Summative assessment will consider the student's coursework portfolio as a single entity, applying marks in-line with the intended learning outcomes and the relevant Principles of Assessment.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
	1	Coursework portfolio	100%	3000 words	Coursework	1,2,3	
	To pass students must achieve a grade of 40% or above for the assessment that they undertake for this module.						

Language	English

Course Title	**Introduction to Audio-visual Technologies**				
Course Code	**TE1903**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 1 / Yearlong				
Teacher's Name	Christos Karpasitis				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	2

Course Purpose and Objectives	To prepare students for studying and working in a digital media context.
	To provide students with opportunities for problem solving, creativity and experimentation.
	Introduce students to basic principles of audiovisual technologies and processes.
	Allow students to recognise the capabilities and limitations of media production tools.
	Provide students with appropriate technical language to explain media production processes and decisions.
	Promote a safe and controlled approach to using media production tools.

Learning Outcomes	On successful completion of this module a student will be able to:
	1. Apply knowledge of basic audio and video production technologies.
	2. Interpret and communicate operating instructions for audio-visual tools.
	3. Assess the technical quality of video and audio recordings.
	4. Use different audio-visual tools and systems.

Prerequisites	NONE	Required	NONE

Course Content	The module will introduce students to the key concepts relating to audiovisual technologies, tools and processes, as well as the operation and assessment of these technologies and tools. Through demonstrations and hands-on workshops, students will explore the features of some of the most popular media production tools. Lectures will explain the key concepts and terminology related to media production and technology, as well as safe working practices in the media industries.

MAIN TOPICS		
Basic Audio Production	Video Editing	Audiovisuals
Basic Video Production	Digital Media Production	Creativity
Basic Graphic Design	Multimedia	
Audio Editing	Media Production	

Teaching Methodology	The module will be delivered through a combination of lectures, discussion, hands-on laboratory, problem-solving, reading, researching, writing, and interaction with the tutor and other students, which are used to help students gain knowledge about the topic area. Workshops and projects may incorporate both individual and group learning.

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1828

	During this module, student preparation and participation will play an important role in the overall learning environment. Substantial preparation will be required. Students will need to be prepared to apply concepts learned throughout the module, integrate them into projects, and use their critical thinking skills, logical analysis, and creativity.
	Students are required to attend all timetabled learning activities for this module. Participation in the workshops is important for both their learning experience and that of their classmates.
Bibliography	Adobe Premiere Pro Classroom in a Book (2020 release), M. Jago.ISBN-13: 978-0136602200. Adobe Photoshop Classroom in a Book (2020 release), C. Chavez, A. Faulkner. ISBN-13: 978-0136447993. Adobe Audition CC Classroom in a Book (2nd Edition), Adobe Creative Team. ISBN-13: 978-0135228326 2.

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of assessment (select 1 of written exam/practical assessment/coursework –see guidance notes)	Learning Outcomes being assessed	
	1	*Portfolio*	*100%*	Production of 1 short video, production of 1 short audio clip, image manipulations and a report (2000 words)	*coursework*	*1, 2, 3, 4*	
	To pass students must achieve a grade of 40% or above for the assessment that they undertake for this module.						
Language	English						

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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University of Central Lancashire
UCLan Cyprus
1828

Course Title	**Professional Practice**				
Course Code	**TE2000**				
Course Type	**Compulsory**				
Level	Level 5				
Year / Semester	Year 3 / Semester 2				
Teacher's Name	Alexios El Kater				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To develop a good understanding of the personal and professional attributes required in the creative industries b) To promote critical self-reflection and self-esteem for self-promotion c) To develop skills in research and self-management for career planning and employability				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Investigate and analyse working methods, professional practices and organisational structures in a relevant industry. 2. Demonstrate skills in interpersonal communication, employability and self-promotion. 3. Apply relevant research, planning, and production to a strategy of career development.				
Prerequisites	NONE		Required		NONE
Course Content	In this module students will investigate roles, employment patterns and career paths within their preferred sector of the creative industries. Students will engage in critical self-assessment before designing and launching a personalised campaign of career planning and self-promotion.				
Teaching Methodology	Lectures will be used to provide background information about the landscape of the creative industries, occupational standards and conventional and non-conventional recruitment methods. These will be supported by a series of guest lectures to provide "real world" context. Seminars will promote discussion of issues around employability, networking and self-promotion. Practical workshops will explore specific industry related areas with opportunity for role play, simulation, and discussion. Students will be expected to undertake a significant piece of self-directed primary research as well as to prepare materials for discussion outside of class. Students will be assessed upon their knowledge of their target careers and industries, and their ability to devise self-promotional materials sensitive to the recruitment needs of this industry/career.				

ΔΙΠΑΕ / CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION
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University of Central Lancashire
1828
UCLan Cyprus

Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:
	http://readinglists.central-lancashire.ac.uk/index
	http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of Category of assessment	Learning Outcomes being assessed
	1	Analysis of Industry and Role	40%	1500 words	Coursework	1,3
	1	Personal Self-Promotional Campaign	60%	2000 words (or equivalent)	Coursework	1,2,3
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					
Language	English					

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION
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University of
Central Lancashire
1828
UCLan Cyprus

Course Title	**Video Post- Production**				
Course Code	**TE2775**				
Course Type	**Elective**				
Level	Level 5				
Year / Semester	Year 3 / Semester 2				
Teacher's Name	Yiannis Philiastides				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To develop and apply skills in video post-production and compositing. b) To develop skills and knowledge in the technical assessment of video signals and images for the purposes of adjustment and correction. c) To develop skills in planning, producing and synthesising and enhancing audio-visual sequences.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Analyse moving image components. 2. Prepare, acquire or source media suitable for video compositing. 3. Strategically combine and manipulate video, type, image and sound.				
Prerequisites	NONE		Required		NONE
Course Content	In this module students will learn about the software tools used to assess, assemble, and manipulate moving images. In practical workshops, students will follow tutorials to learn the processes for planning, shooting, measuring and combining video clips into composited video sequences. Recommended methods for devising and preparing footage will be explained, so that students can synthesise the knowledge and techniques into the production of their own composited video sequences.				
Teaching Methodology	Lectures will introduce and explain transferable concepts related to video signals, measurement, colour, compositing and time-based media production. Specific techniques will be demonstrated to combine and adjust video material. In the workshops, students will follow tutorials to recreate these techniques or observe the transferable principles in effect, selecting from these techniques for the development of their own project. In later workshops, student will get the opportunity to present their work in progress and be guided on appropriate solutions and approaches. Students will be assessed on their ability to select from a range of post-production techniques and apply these purposefully to a video sequence. They will explain their rationale in an accompanying written report/evaluation. The assessment strategy will be supported through tutorials and workshops where formative feedback on post production work will be provided. Part of this formative feedback includes				

	peer review sessions and workshops where students will get the opportunity to present their work in progress and be guided on appropriate solutions and approaches. Summative assessment of the post production work that is submitted by the student occurs at the end of module Practical workshops will explore specific industry related areas with opportunity for role play, simulation, and discussion. Students will be expected to undertake a significant piece of self-directed primary research as well as to prepare materials for discussion outside of class. Students will be assessed upon their knowledge of their target careers and industries, and their ability to devise self-promotional materials sensitive to the recruitment needs of this industry/career.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of Category of assessment	Learning Outcomes being assessed
	1	Video Post-Production sequence and Report	100%	1-2 minute sequence with report/evaluation	Coursework	1,2,3
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					

Language	English

Course Title	**Graphic Communication**				
Course Code	**TE2803**				
Course Type	**Elective**				
Level	Level 5				
Year / Semester	Year 3 / Semester 1				
Teacher's Name	Lambros Ioannou				
ECTS	10 ECTS	Lectures / week	2	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To equip students with the skills to apply industry-level graphic techniques for the purpose of visual communication. b) To support students in developing the critical skills necessary to recognise the salient aspects of effective graphic communication. c) To encourage students to build an individual portfolio of computer graphics work showing a consistent and developed personal style.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Identify salient aspects of effective graphic communication, leading practitioners and fundamental methods. 2. Apply a range of traditional and computer-based tools and techniques to produce effective graphics for the purpose of visual communication.				
Prerequisites	NONE		Required		NONE
Course Content	In this module students will focus on the use of graphics for communication. They will approach the topic by studying, critically analysing and deconstructing exemplars of graphic communication and by identifying, learning and applying specific graphic techniques, theories and principles. These will include techniques, theories, and principles related to 2D and 3D static graphics for print and screen and 2D and 3D animated/motion graphics for screen.				
Teaching Methodology	This module will apply a blended learning approach where students will be taught key concepts, theories, principles, and practical methods in a studio environment and directed to online resources to continue and develop their practice and understanding of the current topic at their own pace. Strategies to support this approach will include; the careful selection/curation of online resources, pairing/grouping students for mutual support and the provision of a forum/blog for online mentoring. Summative assessment will consider the student's coursework portfolio as a single entity, applying marks in-line with the intended learning outcomes and the relevant Principles of Assessment.				
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:				

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed
	1	Coursework portfolio	100%	2000 words	Coursework	1,2

To pass students must achieve a grade of 40% or above for the assessment that they undertake for this module.

Language	English

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

University of Central Lancashire
UCLan Cyprus

Course Title	**Portfolio Projects**				
Course Code	**TE3001**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	Lambros Ioannou				
ECTS	20 ECTS	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To encourage a purposeful and analytical approach to production practice. b) To accommodate the generation of a body of professional-level work. c) To promote a self-critical and self-accountable approach to working methods.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Apply relevant research to the specification and communicate of proposals for media products. 2. Synthesise advanced production techniques in the creation of varied media products. 3. Justify the formal, functional, technical and aesthetic requirements of media products. 4. Apply project management techniques and professional practice to the production of a distinctive and varied body of work.				
Prerequisites	NONE		Required	NONE	
Course Content	In this module, students will consider how their subject-specific skills can be applied to real-world problems and to user/audience requirements in order to initiate, develop and realise a variety of contextual media-based solutions using a range of practical, theoretical and methodological approaches. These solutions will form part of an extended 'portfolio' which conveys the students' ability to function as a critical and proficient practitioner in their respective field. Consequently, the content of scheduled activities will adapt to the needs of the students. Tutors will act as 'expert consultants' to critically advise and support the development and production of the solutions. This expertise may take the form of bespoke lectures, seminars, workshops or tutorials, depending on the scope and nature of the projects undertaken. Indicative topics covered may be project management, production methods or technologies, creative strategies, user needs, or principles of communication and design. Students will initially conduct research into problems requiring media-based solutions. The requirements of these problems will be communicated and analysed clearly by the student in the form of multiple specification briefs. Lecturers will assist students in planning how time and resources will be deployed in order to develop their solutions.				

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION
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University of Central Lancashire
1828
UCLan Cyprus

Teaching Methodology	Initial lectures will explain the parameters of the intended learning outcomes and assessment methods, and the problem-setting and -solving approach required to complete the assessments. These will be followed by seminars in which lecturers support students in specifying the scope and content of the portfolio projects they will undertake.
	The teaching team will deliver a series of specialist lectures. These will be supported by workshops, where specialist techniques are applied, or seminars, in which students will discuss and relate their lecture topic to their work-in-progress. Lecturers will deliver specialist lectures about project-relevant approaches and techniques; where practical, these may run in parallel so that students can select and attend the most relevant of these.
	Students will be assessed on their ability to identify media-related problems or opportunities, their ability to devise novel solutions to these problems/opportunities, their ability to create these solutions within constraints of time and resources, and their ability to fully justify their approach in relation to research, analysis, and appropriate design processes, such as testing and iteration.
	The assessment strategy will be supported through tutorials and workshops where formative feedback on portfolio work will be provided. Part of this formative feedback includes peer review sessions and workshops.
	Summative assessment of the portfolio work that is submitted by the student occurs at the end of module.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of Category of assessment	Learning Outcomes being assessed
	1	Portfolio Briefs Specifications	20%	1500 words	Coursework	1,2
	1	Progress Presentation	20%	5-10 minute presentation	Practical Assessment	1,2,3
	1	Portfolio Products Showcase	60%	2-4 media artefacts of negotiable form/ scope/duration/functionality (by negotiation with the Module Leader in line with guidance on assessment workload in appendix 20 of the Course Developers Guide).	Coursework	3,4
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.					

Language	English

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION
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University of Central Lancashire
UCLan Cyprus
1828

Course Title	**Enterprise Development & Production**				
Course Code	**TE3009**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	Vesela Popova				
ECTS	20 ECTS	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims: a) To develop and test students' practitioner skills b) To offer real working experiences through the creation of student-led development teams c) To provide opportunities for leadership, management and personal development. d) To allow the students to develop effective team working and production methodologies				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Apply and evidence a diverse range of commercial, team and subject-specific skills 2. Develop and implement recognised methodologies in product or service production and delivery. 3. Create and critically evaluate high quality effective products/services for real world delivery as part of a team. 4. Analyse and evaluate the requirements of a production project and develop the personal skills and competencies to successfully deliver them.				
Prerequisites	NONE		Required		NONE
Course Content	In this module students will learn to develop products and services for real world commercial partners or develop their own ideas from inception to delivery. These projects will be commercially costed, but the stakeholders will only provide any expenses incurred in the production of the agreed products and services. This allows students to engage with a wide variety of projects from the third sector, research institutes, internal UCLan services This will be achieved student lead production teams assembled with appropriate disciplinary skillsets to achieve the required outcomes to recognisable industry standards. The teams will develop effective industry recognised product design, development and testing methodologies in addition to project management techniques. As part of this process, the students will also focus on developing their own interpersonal and professional skills to enhance their employability upon graduation. The module is student-led with tutors acting as mentors, providing guidance and oversight. Students are encouraged to seek guidance from internal university services for business support and personal development. These services will include UCLan services such as				

	Assessment will be evidence by a combination of personal development reflection, production & commercial documentation, and external feedback from mentors and clients.
Teaching Methodology	The ethos of the module is to assemble the students into effective production teams that enable the successful delivery of commercial standard projects that suit the disciplinary mix of the cohort.
	Learning and applying key production techniques and methodologies will be at the core of the module, in addition to student's personal development as nascent professionals in their respective disciplines in a well-defined and supported learning environment.
	Selection of appropriate enterprise activities will determine whether the groups select existing commercial opportunities or choose to create their own novel commercial solutions for an identified and defined opportunity.
	The first assessment is designed to create team cohesion and to establish effective communication, documentation and production practices in preparation for the more comprehensive 'real world' production project.
	Assessment will cover development and production techniques & methodologies and the quality of the documented evidence to demonstrate them. Personal development will be assessed by means of reflexive commentary in conjunction with both heuristic evaluations by UCLan staff and feedback from the external stakeholders on the project deliverable.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment (	Learning Outcomes being assessed
	1	Mini Project	30%	2000 words	Coursework	1, 2, 4
	1	Main Production	70%	4000 words	Coursework	1, 2, 3, 4

To pass this module students must achieve a mark of 40% or above, aggregated across all the assessments.

Language	English

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

University of
Central Lancashire
UCLan Cyprus

Course Title	**User Experience Design (UXD)**				
Course Code	**TE3800**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	Josephina Antoniou				
ECTS	10 ECTS	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To explain to importance of user experience in the design and use of products and services. b) To explore attitudes, approaches and methods that are used to improve the user experience of multi-platform interactive media. c) To encourage students to place the user experience at the forefront of their thinking when creating systems and software for others to use. d) To develop methods that they can apply in a variety of digital projects				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Critically assess a range of practical methods for achieving a good user experience in the design of interactive media. 2. Apply recognised practical methods and approaches to achieve a good user experience in the design of interactive media. 3. Apply appropriate communication and management skills in the planning and delivery of a UXD project.				
Prerequisites	NONE		Required		NONE
Course Content	UXD is a collection of methods applied to the process of designing interactive experiences. It encourages the interactive designer to make the quality of the users' experience the prime concern. In this module students explore the idea that human experience of the modern world is almost entirely influenced by human design. This idea is expanded and applied to the field of interactive design, explaining how designers have adopted roles, built teams and applied a range of approaches to deliver a better user experience. This will be achieved with active research and engagement with the discipline and any appropriate external stakeholders. Students consider how digital design agencies are successfully applying the UXD approach and then undertake practical work to develop competence in a range of recognised methods and techniques. Typical topics will include: Stakeholders, User Research, Personas and Scenarios, Visualising and Prototyping, Iterative Design and Testing, Accessibility, Frameworks and Standards, Testing tools and practical techniques.				

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

University of
Central Lancashire
UCLan Cyprus

Teaching Methodology	Students will read and respond to selected texts, undertake group activities and review technologies and platforms. In the second half of the module students apply methods to a small project of their own choice and submit evidence of the work done for assessment. Assessment focuses on the methodology and approach taken as well as the final outcome. Associated written work and a short presentation are designed to confirm the students' knowledge and understanding of concepts and the context of their practical work.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index http://cypruslists.central-lancashire.ac.uk/index.html

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed
	1	Practical Assignment	100%	4000 words	Coursework	1,2,3

	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.

Language	English

Course Title	**Advanced TV Production & Technology**				
Course Code	**AV3500**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	TBC				
ECTS	20	Lectures / week	1	Laboratories / week	3
Course Purpose and Objectives	This module aims to: • Extend students' knowledge of technical broadcast operations. • Enhance students' awareness of the relationship between theory & practice. • Enable the acquisition of skills of advanced programme planning and production management. • Develop awareness of technological developments in broadcasting and related media.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Use advanced production techniques and technical operations. 2. Select & appraise appropriate advanced technologies for content creation. 3. Apply professional techniques to the realisation and development of previously unexplored content solutions. 4. Recognise advanced Television process & technologies; reflecting on purpose, rationalising use & apprising outcome.				
Prerequisites	N/A		Required	N/A	
Course Content	In this module, students will consider how their subject-specific skills can be applied to advanced broadcast situations, utilising methodological approaches and enhanced hardware/software and processes; in order to initiate, develop and realise a variety of broadcast media-based solutions. Students will initially conduct research into processes, reflecting on the production legacy, techniques will be explored and appraised and new solutions and ideas will be contextualised and formulated. Students will apprise functionality and practicality of process & device application using exemplars from a range of production genres and landscapes. Typical 'scenario response' based learning will be formed around the following potential areas: TV and studio equipment & connectivity Studio design & technical operations Broadband technologies and solutions Outside broadcast and presentation technology Communication paths Special techniques for 'events' Applied effects & graphics				

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University of
Central Lancashire
UCLan Cyprus
1828

	Production management
	Contemporary evolving technologies including; streaming video, participatory Media and Social Networking
Teaching Methodology	Students will develop content from broadcast that is both innovative and advanced. Typically, students will work towards the development of two main artefacts; A production VT & broadcast content to fill a commercial slot. Initial assignments will address key areas of Television broadcasting and will allow students to develop individual and group responses to technological anomalies in broadcast. The module will develop a proactive response to the need for specific niche and mainstream content and will further develop skills in utilising and manipulating technologies used in broadcast content generation.
	Lectures from academics and industry professionals will form the structure of the module; Processes and technologies will form the content. Experiential learning fuelled by scenario-based activities will culminate in a precise and well managed final year production.
	Evidence considered for assessment of advanced process could typically include:
	Live Outside Broadcast
	Interactive Media (digital two way)
	Live Streams/Casts & conferencing
	LIVE TV (1 take)
	Signers or Subtitles
	Advanced graphics
	Advanced use of Chroma & P.I.P.
	Live Performance
	High Speed video capture
	Use of POV cam/visualiser integration
	GoPro & Environments
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:
	http://readinglists.central-lancashire.ac.uk/index

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed	
	1	VT segment & response.	50%	4 minute Audiovisual & 1500 words	Coursework	1,2	
	1	Studio programme & response.	50%	26 minute Audiovisual & 1500 words	Coursework	3,4	
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that you undertake for this module.						

Language	English

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CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION
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University of
Central Lancashire
1828
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Course Title	**Advanced Lighting Practice**				
Course Code	**TE3078**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	TBC				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	• To extend knowledge to include lighting theories, concepts & practices. • To develop knowledge of a full range of lighting technologies and light measurement techniques. • To research and implement lighting techniques to support production in a range of known and novel contexts. • To extend lighting knowledge and experience in a chosen specialist area – for example drama, multi-camera, theatre, concert, live events, keying etc. • To raise awareness of the environmental impact of incandescent lighting and explore alternatives.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Research, design and deploy lighting solutions to meet a client specification. 2. Recognise and evaluate lighting control and measurement techniques. 3. Synthesise lighting knowledge and theory and apply to production practice. 4. Apply, control & manipulate lighting technologies to support production needs.				
Prerequisites	N/A	Required		N/A	
Course Content	Module content will typically include: • The principles and theories of exposure and reciprocity for single and multi-camera contexts • The physics of light: the electromagnetic spectrum, lux and lumens, inverse square law, colour and colour temperature • Vision and perception: the human visual system, adaptive vision, colour constancy, • Lighting for Drama: Motivated sources, contrast control, utilising a limited dynamic range and lighting for the extended dynamic range of digital cinema cameras. • Lighting technologies: Luminaire design, reflector, lenses, flags; illumination sources, CRI, Lumens per watt, Incandescent, Discharge, LED • Lighting for Multi-cam: compromise ,cosine rule, cross keying, hard key and fill, vision control • Lighting Systems: Grid and suspension systems, lighting infrastructure, dimmers, consoles, DMX				

	• Matt box and filters: use of matt box and flags to limit lens flare and enhance contrast, use of filters to optically control image contrast and colour • Intelligent Lighting: The use of DMX to control tilt, pan, colour focus, and beam of intelligent lighting technologies
Teaching Methodology	The syllabus will be covered by a mixture of workshops & demonstrations. Students are required to attend all timetabled learning activities for this module. Participation in seminars and workshops is important for both their learning experience and that of their classmates. Notification of illness or exceptional requests for leave of absence must be made to the module leader in the first instance and copied to the course leader.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount *(indicative only)*	Category of assessment	Learning Outcomes being assessed	
	1	Lighting production work	*40%*	(1000 words & lighting production)	*Practical assessment*	*2,3,4*	
	1	Client production work	*60%*	(1500 words and lighting production)	*Practical Assessment*	*1,3,4*	

	To pass this module students must achieve a mark of 40% or above aggregated across all the assessments.
Language	English

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course Title	**Professional Practice for Video Editors**				
Course Code	**TE3775**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	TBC				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	a) To prepare students for work in a professional video editing environment, understanding the different post-production roles and processes. b) To promote mastery of technical specifications of video formats, from multiple sources and for a variety of outputs. c) To encourage students to be versatile in their approach, which includes research into the different professional tools that they might have to work with, and the general principles that underlie all video editing systems. d) To encourage students to consider the editing process as a crucial final storytelling stage in the creation of video and film work. e) To prepare students with the skills and knowledge to get a foot in the door of the post-production industry and the skillset to climb the ladder once inside.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Recognise and interpret roles and responsibilities within a professional editing environment. 2. Identify and evaluate production workflows from acquisition to delivery. 3. Recognise and evaluate evolving and converging video production tools and practices. 4. Apply critical thinking to construct and control narrative within video sequences.				
Prerequisites	N/A		Required	N/A	
Course Content	The module will provide the opportunity for students to explore the world of the professional video editor, with specific emphasis on entry-level positions. The practical work will simulate the experience of a post-production facilities house, but everything will still be applicable to a small one-person operation. Students will regularly work on exercises designed to challenge their finer editing decision making, on a variety of leading editing applications, such as Adobe Premiere and DaVinci Resolve. Emphasis will be placed on flexibility and adaptability of relevant tools. There will be a dual focus, on technical proficiency and artistic development. The module will place emphasis on specific video and audio codecs; promoting understanding of those codecs and exercising sound decision making about specific codec choices, concentrating on retaining the highest possible quality at all stages of the post-production process.				

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	Students will be expected to work with proxy media where appropriate and then relink original media. There will also be a focus on media storage; looking at shared media networks, RAID storage and remote working.
Teaching Methodology	Students will be guided in identifying an area for research (if they have not done so already) and in selecting appropriate resources and research methods.
	The teaching programme will deliver a series of workshops and seminars designed to introduce practical research methods.
	Regular tutorial meetings will provide opportunities for guidance and review of work done.
	Where possible tutors will facilitate the input of experts in the topic field and external feedback on student work.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
	1	Edit Research Project	40%	1000 words	Coursework	1, 2, 3	
	1	Practical Editing Assignment	60%	10 Minutes	Practical assessment	1, 2, 4	
	To pass this module students must achieve a mark of 40% or above aggregated across all the assessments.						

Language	English

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Course Title	**Studio Engineering**				
Course Code	**TE3770**				
Course Type	**Elective**				
Level	Level 6				
Year / Semester	Year 4 / Yearlong				
Teacher's Name	TBC				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	• To give students an understanding of professional practice and the use of technical equipment in a studio setting. • To develop specialized knowledge and skills in a studio setting. • To give students a deeper understanding of studio design and construction.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Employ and demonstrate skills in the organization, planning and execution of a studio-based task for a client in a professional manner. 2. Investigate, hypothesise and report on a specialised studio-based topic. 3. Demonstrate and evaluate good working practices in a studio environment. 4. Diagnose, conceptualise and solve problems arising from studio work.				
Prerequisites	N/A		Required	N/A	
Course Content	There is the opportunity to specialise in engineering in the Audio Studio or TV Studio. Module content will typically include: **Audio Specialism.** This will involve the; configuration of the studio, configuration of the control room, planning and organizing a session; client liaison, the language of mixing, assessing client needs; Routing and microphone selection. **TV Studio Specialism.** This will involve; signal patching and routing for Vision, Sound, Data and Control; Monitoring and measuring signal levels for quality control compliance; Use of test and measurement to ensure signal integrity. DMX and lighting control systems. Integration of remote signals and communication for outside broadcast. Project management and client liaison. **Both Strands** Troubleshooting and circuit testing (continuity etc). Use of schematic diagrams/system diagrams and system integration. Other topics will vary depending on student interest. Students will investigate and present a range of materials.				
Teaching Methodology	Teaching and learning will be achieved partly by theoretical lectures (covering studio engineering related principles and theories) but largely by opportunities for students to practice and experience studio engineering a guided environment. Student delivered lectures and discussions on a range of topics give a group-learning flavour to this				

	module. Students are required to attend all timetabled learning activities for this module. Participation in seminars and workshops is important for both their learning experience and that of their classmates. Notification of illness or exceptional requests for leave of absence must be made to the module leader in the first instance and copied to the course leader. Demonstrations, workshops, practicals, Lectures.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index

Assessment	Number of Assess ments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
	1	Research portfolio	*40%*	*2000 words*	*Coursework*	2	
	1	Portfolio of Client work	*60%*	*2,500 words*	*Coursework*	1,3,4	

To pass this module students must achieve a mark of 40% or above aggregated across all the assessments.

Language	English

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Course Title	**TV Production and Technology**				
Course Code	**AV2500**				
Course Type	**Compulsory**				
Level	Level 5				
Year / Semester	Year 3 / Semester 1				
Teacher's Name	TBC				
ECTS	10	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This module aims to: 1) Develop students' knowledge of technical equipment used in a Television studio. 2) Provide practical experience of using that equipment. 3) Introduce students to techniques of multi-camera Television production.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Select appropriate technologies for content creation. 2. Apply professional techniques to the realisation and development of content solutions. 3. Recognise Television broadcast technologies; reflecting on purpose, rationalising use. 4. Appraise the use of related technologies to content development.				
Prerequisites	N/A		Required		N/A
Course Content	In this module, student will consider how their subject-specific skills can be applied to real-world broadcast situations in order to initiate, plan, develop and realise a variety of broadcast media-based solutions. Students will initially conduct research into technologies found within the studio, they will then reflect on their functionality and purpose along with relationships to partner devices. Students will secondly realise functions and processes within the studio & external environments and apply methodologies of creative development to the spaces and accompanying devices; this will allow for the development of skills in application and delivery of content for a broadcast output. Analysis of techniques, etiquette and formats will form the foundations for a number of knowledge and practice-based replications. The module will provide foundation knowledge, analytical independence and rigorous disciplined delivery of process commonplace in broadcast. The module will culminate in the capture of content for broadcast echoing processes adopted within the module.				
Teaching Methodology	The module will begin with lectures; providing foundations of knowledge for Television broadcast genres, technologies and environments. Lectures will be followed by practical workshops, providing opportunities to develop and expand understanding of				

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	environments. Students will log their development throughout the process and accumulate materials for a final written assessment.
	Developmental lectures will explore the specifics of technologies applied to scenarios and environments. Following workshops will allow for skills acquisition through experimentation and reflection.
	Practical studio sessions will widen knowledge through synthesis and development of solution-based learning. Processes and requirements will be echoed through practice in the broadcast setting, students will autonomously formulate concepts for delivery finally reflecting and co-producing content in a group setting for capture.
	The module will culminate in reflective practice; apprising techniques, technologies & processes. Written or audiovisual material will appraise methods and principles used throughout.
	Assignments will assess the students' understanding of Television Production & Technology.
	The assignments will consist of Television content generation as well as a coursework assignment on appraising the use of technology through content formulation.
	Formative feedback will be provided to allow students to improve their assignments prior to final assessment.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index
Assessment	The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module.

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed
1	Television content generation	50%	5-10 minute audiovisual submission.	Practical Assessment	1,2
1	Appraise the use of technology through content formulation.	50%	2000 words (or equivalent)	Coursework	3,4

To pass students must achieve a grade of 40% or above aggregated from all the assessments that you undertake for this module.

Language	English

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Course Title	**Programme Design and Production**				
Course Code	**TE2772**				
Course Type	**Compulsory**				
Level	Level 5				
Year / Semester	Year 3 / Semester 1				
Teacher's Name	Christos Karpasitis				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To develop and utilise skills in the analysis, design and production of specific programmes forms. b) To develop technical and creative skills for camera, sound, lighting and editing. c) To extend knowledge and experience of transferable skills relevant to video production.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Analyse the principles of specific programme formats and apply to practice. 2. Evaluate and select appropriate audio-visual technology and production strategies and apply to practice. 3. Work in a distinct and effective team role.				
Prerequisites	N/A		Required	N/A	
Course Content	The module will begin with an exploration of the formal features of a specific type of film/video. Analytical frameworks will be introduced to enable students to compare and assess programmes, and ultimately to devise their own. Later lectures will introduce alternative video production processes and techniques to those typically used at level 4. They will also explain alternative ways of managing workloads and resources, including personnel, for media production. Specific production roles and specialisms will be defined. Practical workshops will initially support the ideation of original film/video concepts. Later workshops will allow student to practice the new production techniques and consider how these will serve specific programme forms.				
Teaching Methodology	Initial lectures will explain abstract principles of programme from using exemplars as case-studies. Seminars will be used to explore and relate the abstract principles to case studies. Later lectures will explain processes for devising and producing a specific programme form. Practical workshops will allow students to workshops, students will explore or apply these production processes. There will be occasional presentation in which student will present and receive peer feedback on their programme ideas. Students will be assessed upon their ability to generate ideas for short films which respect recognised narrative structures. They will also be assessed on their application				

of narrative video production methods and of good team-working practice to the production of these films/videos.

The assessment strategy will be supported through tutorials and workshops where formative feedback on Programme Design & Production work will be provided. Part of this formative feedback includes peer review sessions and workshops where students will get the opportunity to present their work in progress and be guided on appropriate solutions and approaches.

The assessment will involve assessing the Programme Research and Proposal and the Short Programme Production.

Summative assessment of the Programme Design & Production work that is submitted by the student occurs at the end of module.

Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below: http://readinglists.central-lancashire.ac.uk/index
Assessment	The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module. *(see table below)*
Language	English

The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module.

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed
1	Programme Research and Proposal	30%	1000 words	Coursework	1
1	Short Programme Production	70%	4-8 minute video	Coursework	1,2,3

To pass students must achieve a grade of 40% or above aggregated from all the assessments that you undertake for this module.

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course Title	**Producing & Directing for TV**
Course Code	**AV2501**
Course Type	**Elective**
Level	Level 5
Year / Semester	Year 3 / Semester 2
Teacher's Name	TBC

ECTS	10	Lectures / week	1	Laboratories / week	2

Course Purpose and Objectives	This module aims to:
	1) Develop and test students' practitioner skills in their area of study.
	2) Demonstrate skills in Producing and or Directing content for output.
	3) Provide opportunities for leadership, management and personal development.

Learning Outcomes	On successful completion of this module a student will be able to:
	1. Contribute to the production of a high quality Television content.
	2. Work effectively in a group context; making a significant contribution to the production.
	3. Discuss the process of originating programming ideas and the commissioning process.
	4. Appraise the role of the Television Producer & Director through varying genres of programming.

Prerequisites	N/A	Required	N/A

Course Content	In this module, student will consider how producing & directing skills can be applied to real-world broadcast situations in order to initiate, develop and realise a variety of broadcast media-based solutions.
	The module focusses on the broadcast environment and hones in on the skills and studio vernacular needed to command a live broadcast environment. The module allows for students to develop and hone skills in directing and or producing. The module will culminate in the production of a television studio piece.
	Students will initially conduct research into the work of professionals and reflect upon/appraise the qualities and variable job descriptions for a range of genre. Students will deliver a group presentation that will clarify knowledge surrounding a diversity of commissioning processes. A piece of broadcast content will be generated; this will carry high production values. Students will reflect on the roles of both Producer & Director.
	Activities vary, depending on the aims of the student and their specific focus. Students may wish to logistically plan and produce or they may wish to artistically formulate and deliver. Typical examples for a Producer could be:
	Planning: Timescale, Client liaison, Defining content, Analysing markets.

	Design Phase: Content Mind Mapping, Preparing content structure via script, running order, recce & risk assessment.
	Working as a Team: Managing Groups and people, Liaising with team members, Organising rehearsals, Casting, Crewing, Forum based concept development, Definition of bespoke roles, Communication, Decision-making, Time management, Managing Call Lists.
	Development Phase: Resources for development, Defining media standards, Media sourcing, production and management, Synthesis, Post-Production coordination, Evaluation/Testing.
Teaching Methodology	The module will begin with lectures; providing foundations of knowledge for Television broadcast genres, technologies and environments also building on knowledge gained in the studio. Lectures will be followed by practical workshops, providing opportunities to develop and expand understanding of environments specific to producing and or directing of content. Students will log their development throughout the process and accumulate materials for a written assessment by way of process appraisal.

Developmental lectures will explore the specifics of focus production roles; following workshops will allow for skills acquisition through experimentation and reflection.

Practical studio sessions will widen knowledge through synthesis and development of solution-based learning. Processes and requirements will be echoed through practice in the broadcast setting, students will autonomously formulate concepts for delivery finally reflecting and co-producing content in a group setting for capture. Skills developed in the studio will help in the process of working In a studio however, the focus of the module is the individual production management roles and not technology.

The module will culminate in reflective practice; apprising processes. Written or audio-visual material will appraise methods and principles used throughout.

Assignments will assess the students' understanding of Producing and Directing.

The assignments will consist of broadcast content with accompanying journal/blog as well as a coursework assignment on Producing and Directing.

Formative feedback will be provided to allow students to improve their assignments prior to final assessment. |
| Bibliography | The bibliography for this module is available via the on-line reading list – click on the link below:

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Assessment	Number of Assess ments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed	
	1	Manage a form of broadcast content generation & appraisal.	50%	10-15 minutes of broadcast content. Reflective Blog	Coursework	1,2	
	1	Assignment	50%	2000 words (or equivalent)	Coursework	3,4	
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.						

Language	English

ΔΙΠΑΕ ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course Title	**Sound Design and Production**				
Course Code	**TE2771**				
Course Type	**Elective**				
Level	Level 5				
Year / Semester	Year 3 / Yearlong				
Teacher's Name	TBC				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims to: a) To develop skills in designing sound treatments for media production. b) To develop skills in studio recording and mixing. c) To develop skills in applying audio production techniques to other media. d) To extend practical skills in recording, processing reproducing and generating sound.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Select appropriate tools and techniques for in studio recording. 2. Analyse audio requirements for specific situations and apply to practice. 3. Apply appropriate techniques to reproduce, replace, and enhance audio for other media.				
Prerequisites	N/A		Required	N/A	
Course Content	In this module students will apply basic principles of sound recording and processing to varied scenarios. Student will lean about the specification and use of controlled recording environments. In addition, they will learn about applying the principles of sound recording to other media, by adding, replacing or enhancing multiple tracks of audio. Students will learn how to make use of specialist audio hardware and software tools. The skills and knowledge acquired in the module will be applied to the enhancement of visual media with sound in practical project-based assignments.				
Teaching Methodology	Lectures will introduce and explain transferable concepts and techniques. In the workshops, students will explore or apply these concepts and techniques in practical experimentation or observe a practical demonstration. Several seminars will involve analysing recordings or production scenarios. In practical workshops, students will make extensive use of audio equipment or software tools. Practical assignments will assess the students' understanding of audio principles and the technical operation of audio systems and tools. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.				

Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below:
	http://readinglists.central-lancashire.ac.uk/index
Assessment	The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module.

<table>
<tr><th>Number of Assessments</th><th>Form of Assessment</th><th>% weighting</th><th>Size of Assessment/ Duration/ Wordcount (indicative only)</th><th>Category of assessment</th><th>Learning Outcomes being assessed</th></tr>
<tr><td>1</td><td>Sound Recording and Report</td><td>40%</td><td>3-4 minute multi-track project</td><td>Coursework</td><td>1,2</td></tr>
<tr><td>1</td><td>Audio Enhancement Project</td><td>60%</td><td>3-4 minute product with supporting paperwork and report</td><td>Coursework</td><td>1,2,3</td></tr>
</table>

	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.
Language	English

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Course Title	**Television Studio Production**
Course Code	**AV1500**
Course Type	**Compulsory**
Level	Level 4
Year / Semester	Year 2 / Yearlong
Teacher's Name	Christos Karpasitis

ECTS	10	Lectures / week	1	Laboratories / week	1

Course Purpose and Objectives	This module aims to: - Develop understanding of TV programme production skills across a range of programme genres. - Introduce students to the principles & practice of multi-camera studio operation. - Develop awareness of multi-camera studio formats. - Enhance knowledge of the Television industry on a historical and contemporary plane.
Learning Outcomes	On successful completion of this module a student will be able to: 1. Work in a team to visualise and generate broadcast content. 2. Work in a team to produce pre-recorded audio-visuals materials for Television broadcast. 3. Examine a range of broadcast identifying both content & genre evolution. 4. Appraise personal successes and failures, in a specified broadcast role.

Prerequisites	N/A	Required	N/A

Course Content	This is both a theoretical & practical module that combines knowledge with synthesis in a studio environment. The module provides an opportunity to study a range of Television production realms focussing on the formats and styles of production in the broadcast studio. The module will develop theoretical knowledge and understanding that will underpin a range of practical programme-making activities later in the academic year. The module will build a framework of knowledge relating to the Television studio and basic operations within. Students will gain knowledge of the UK Television broadcast industry, understanding technologies and processes involved in the manufacture and broadcast of historical & contemporary content. Students will be instructed on the development of Television genres and styles focussing on major industry developments throughout. Roles and responsibilities within the broadcast realm will be presented and students will be given instruction on concept development, formulation and delivery. Finally, students will be given the opportunity to deliver studio-based content and concepts through development and production. By the end of the module, students will have produced content for Television Broadcast output.

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Teaching Methodology	Lectures will be exclusively focussed towards Television broadcast and audio-visuals capture. Throughout the foundation sessions students will be introduced to the history of the industry and major developments in the broadcast landscape.

Processes involved in audio-visuals capture will be detailed and students will have focussed sessions that allow an interactive approach to development and implementation of Television studio broadcast skills. Students will gain a wide range of operational experience specifically related to the studio floor and gallery.

Practically, students will work in groups to develop, practice, apply and demonstrate broadcast skills inside the TV studio and in outside broadcast environments.

Students will be guided through the process of unique content generation through a series of workshops that will develop understanding of pre-recorded & live material development.

The final process will involve team planning and execution of audio-visuals capture for a broadcast Television studio programme; encompassing and delivering skills through synthesis.

Assignments will assess the students' understanding of Television Studio Production.

The assignments will consist of generating content for television production as well as a coursework assignment on the appraisal of process & environment.

Formative feedback will be provided to allow students to improve their assignments prior to final assessment. |
| Bibliography | The bibliography for this module is available via the on-line reading list – click on the link below:

http://readinglists.central-lancashire.ac.uk/index |

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Word count (indicative only)	Category of assessment	Learning Outcomes being assessed	
	1	Formulate & generate content	50%	15 minute audiovisual submission.	Practical	1,2	
	1	Appraisal of process & environment	50%	2000 words or equivalent audiovisual report submission.	Coursework	3,4	
	To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.						

Language	English

Course Title	**Introduction to Media Literacy**				
Course Code	**TE1904**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 1 / Yearlong				
Teacher's Name	Alexios El Kater				
ECTS	10	Lectures / week	1	Laboratories / week	1
Course Purpose and Objectives	This module aims: a) To introduce concepts and terminology related to Media. b) To introduce working practices, standards, recommendations and specifications related to the Media Industry. c) Help students understand and classify contents and different media types. d) To help students recognise and build industry level skills and knowledge in preparation for future work experience and employment.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Explain different types of Traditional and New Media together with their relationships and differences. 2. Evaluate different types of Media Content. 3. Recognise current trends in media and information and how they can affect individuals and the society as a whole. 4. Evaluate the reliability and validity of media information and sources using selection criteria.				
Prerequisites	N/A	Required		N/A	
Course Content	This module provides an introduction to Media Literacy and the different types of Media and Media Content. Through the module, students are introduced to a basic understanding of media and information as channels of communication and tools for advertising and the development of individuals and societies. The module also aims to develop creativity and critical thinking as well as responsible users and competent producers of media and information. Module topics include the Evolution of Traditional to New Media, Information Literacy, Legal, Ethical, and Societal Issues in Media and Information, Fake Vs Real News, and Current and Future Trends of Media and Information.				
Teaching Methodology	The module will be delivered through a combination of lectures, discussion, problem-solving, reading, researching, writing, and interaction with the tutor and other students, which are used to help students gain knowledge about the topic area. Workshops and projects may incorporate both individual and group learning. During this module, student preparation and participation will play an important role in the overall learning environment. Substantial preparation will be required. Students will need to be prepared to apply concepts learned throughout the module,				

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University of
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1828

	integrate them into tasks, and use their critical thinking skills, logical analysis, and creativity.
	Students are required to attend all timetabled learning activities for this module. Participation in the workshops is important for both their learning experience and that of their classmates.
Bibliography	Practical Media Literacy: An essential guide to the critical thinking skills for our digital world by Nick Pernisco (Author)
	ISBN-10: 151189136X
	ISBN-13: 978-1511891363
	Introduction to Media Literacy First Edition by W. James Potter (Author)
	ISBN-10: 1483379582
	ISBN-13: 978-1483379586
	Introduction to Mass Communication: Media Literacy and Culture 10th Edition by Stanley Baran (Author)
	ISBN-10: 1260092364
	ISBN-13: 978-1260092363
	Media Ethics: Issues and Cases Ninth Edition by Philip Patterson (Author), Lee Wilkins (Author) and Chad Painter (Author)
	ISBN-10: 1538112582
	ISBN-13: 978-1538112588
	Applying Critical Thinking to Modern Media: Effective Reasoning about Claims in the New Media Landscape by Lewis Vaughn (Author)
	ISBN-10: 0190063408
	ISBN-13: 978-0190063405

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
	1	Group Brief	40%	25 minutes presentation	Coursework	1,2,3,	
	1	Individual Brief	60%	2500 words	Coursework	1,2,3,4	

To pass students must achieve a grade of 40% or above aggregated from all the assessments that they undertake for this module.

Language	English

Course Title	**Advertising and Marketing Communications**				
Course Code	**MK1006**				
Course Type	**Elective**				
Level	Level 4				
Year / Semester	Year 1 / Semester 1				
Teacher's Name	Olga Kvasova				
ECTS	10 ECTS	Lectures / week	4h	Laboratories / week	-
Course Purpose and Objectives	This module is the first of three designed to provide students with the necessary theoretical and applied knowledge to become professional practitioners in advertising and integrated marketing communications. Working in conjunction with MK1101 Marketing Principles and MK1002 Human Behaviour, it demonstrates how advertising and other forms of promotional communications can work within the marketing mix to influence people's perceptions of firms and brands and encourage the development of positive attitudes and purchase intentions. Key theories of communications, purchase decision-making, adoption/diffusion, the personal and sociological influences on attitude formation and message creation will be exposed. Students will apply these theories to use in a variety of traditional and newer media and marketing communications methods forms.				
Learning Outcomes	**On successful completion of this module a student will be able to:** 1. Explain fundamental concepts of advertising and marketing communications. 2. Apply theory relating to advertising and promotional communications in a number of product and target group contexts. 3. Evaluate the appropriateness of using advertising or other forms of marketing communications in particular communications contexts.				
Prerequisites	NONE		Required	NONE	
Course Content	• The historical development of advertising and promotional communications • The role and impact of advertising and promotional communications in society • The role of communications within the marketing mix and in supporting the objectives of the business • The IMC mix Public relations: characteristics of public relations, corporate public relations and marketing public relations, cause-related marketing, public relations methods and techniques, integration of public relations in the IMC mix • The process of creating advertising and promotional communications • Advertising agencies and other suppliers				

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UCLan Cyprus
1828

	• Traditional and newer media for advertising and promotional communications
	• Legal, regulatory and ethical considerations for advertising and promotional communications
	• Human psychology and behaviour related to promotional messages: perception, motivation, personal and environmental influences, attitude formation, decision-making, product adoption, message and adoption diffusion
	• Segmentation, targeting and positioning in advertising and promotional communications
	• Message creation
	• Cognitive, affective and conative message strategies
	• Appeals and symbolisation
	• Evaluating advertising and promotional communications
Teaching Methodology	The module is delivered in a flexible way to allow the appropriate use of time for different pedagogic methods including lectures, seminars, case study analysis, discussions and debates, guest speaker events and so on. The lectures introduce the students to fundamental concepts of advertising and marketing communications. Theory is illustrated by the use of a wide range of applied examples. The seminars allow the students to explore and apply theory presented in the lectures by the use of case studies, examples in various forms of current marketing communications practice, etc. The supportive framework of lectures and seminars assists the students in achieving learning outcomes 1, 2 and 3. The assessment consists of two elements, both testing the achievement of learning outcomes 1, 2 and 3. For the first assignment, the students complete a media analysis assignment. The second assignment asks students to recommend tools for an IMC campaign in response to a set scenario.
Bibliography	**The bibliography for this module is available via the on-line reading list – click on the link below:** http://readinglists.central-lancashire.ac.uk/index **Module text-book** **The following book is essential reading:** Fill, C. (2013), Marketing Communications: Brands, Experiences and Participation. Sixth Edition, Pearson, Harlow. It is recommended that you supplement the text with reading from the following: **Books** Belch, G. E. and Belch, M. A. (2015), Advertising and Promotion. An Integrated Marketing Communications Perspective. Tenth Edition, McGraw-Hill/Irwin, New York. Clow, K. E. and Baack, D. (2014), Integrated Advertising, Promotion and Marketing Communications. Global Edition, Pearson Education Limited, Harlow.

De Pelsmacker, P., Geuens, M. and Van den Bergh, J. (2013), Marketing Communications: A European Perspective. Fifth Edition, Pearson Education Limited, Harlow.

Fill, C. (2011), Essentials of Marketing Communications, Pearson Education Limited, Harlow.

Fill, C. (2009), Marketing Communications: Interactivity, Communities and Content, Prentice-Hall, Harlow.

Moriarty, S., Mitchell, N. and Wells, W. (2015), Advertising & IMC. Principles & Practice. Tenth Edition, Pearson Education Limited, Harlow.

O'Guinn, T. C., Allen, C. T. and Seminik, R. J. (2015), Advertising & Integrated Brand Promotion, South-Western Cengage Learning, Mason, OH.

Pickton, D. and Broderick, A. (2009), Integrated Marketing Communications, Prentice Hall, London.

Yeshin, T. (2006), Advertising, Thomson Learning, London.

Journals

Advertising Age

Advertising Age International

Current Issues and Research in Advertising

European Journal of Marketing International

Journal of Advertising International

Marketing Review

Journal of Advertising

Journal of Advertising Research

Journal of Consumer Marketing

Journal of Product and Brand Management

Marketing Intelligence and Planning

Strategic Advertising Management

Other Journals/Press

Campaign

Harvard Business Review

Interactive Advertising and Branding News

Marketing

Marketing Business

Marketing Week

	Web links
	Please check Blackboard and the electronic reading list for recommended web links.
	http://cypruslists.central-lancashire.ac.uk/index.htmL

	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed
Assessment	1	Media analysis	40%	1,500 words	Coursework	1, 2, 3
	1	Context analysis and IMC recommendation	60%	2,500 words	Coursework	1, 2, 3
	To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.					

Language	English

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Course Title	**Managing People Enterprise Skills**				
Course Code	**BU1025**				
Course Type	**Elective**				
Level	Level 4				
Year / Semester	**Year 1 / Semester 2**				
Teacher's Name	**Irina Lokhtina and Fanos Tekelas**				
ECTS	10	Lectures / week	2h	Laboratories / week	2h
Course Purpose and Objectives	The module introduces students to the key issues and challenges associated with managing human resources in organisations. The module combines an introduction to the main conceptual underpinnings of human resource management with an understanding of the practical skills that are utilised by line managers who have people management responsibilities. It aims to develop the skills and qualities identified in successful entrepreneurs to meet the challenges of developing new ventures.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Demonstrate a basic understanding of the key activities associated with human resource management. 2. Select and utilise appropriate people management tools and techniques in a number of key people management areas. 3. Identify the challenges involved in people management activities. 4. Demonstrate the ability to reflect on personal skills and attributes and compare these against those identified in successful entrepreneurs. 5. Demonstrate an understanding of the skills and attributes required of an entrepreneur essential for starting a new venture.				
Prerequisites	None		Required	None	
Course Content	**Indicative content:** Origins and context of HRM, HR planning & the selection process, Motivation in the workplace, Characteristics, skills and attributes of entrepreneurships, Outline of personal skills development process; reflection skills **Developing enterprise skills:** *Creative thinking and creative approaches to problem solving* *Personal Skills for Enterprise* *Project Management* *Effective Teams* *Communication Skills*				
Teaching Methodology	In order to develop the students understanding of the complexities of managing people at work, the module combines tutor directed-input into the workshop sessions with opportunities for students to develop practical skills. These will typically involve interviewing, negotiation and appraisal skills amongst others. These skills will be practiced in the workshop sessions				

before being evaluated in the first assessment, which will focus upon one of the skills in more detail. In addition to being involved in the practical utilisation of the skills, students will also be required to reflect on their role and performance and assess any further development that they might need in terms of this activity. As in practice people management often requires a more integrated approach, the second and third assessment focuses upon a scenario that necessities students' drawing upon a range of different aspects from the course and producing a report assessing both the challenges and possible options in terms of how managers might respond to this.

The module will develop students' skills in problem solving, oral, written and visual communication skills, reflection, team working, understanding of and skills related to human resource management.

Bibliography	**Reading List:**
	http://cypruslists.central-lancashire.ac.uk/lists/424D2B34-1029-37A3-2321-623CD39C87BD.html
	Key Text
	Burns, P. (2016). Entrepreneurship and Small Business: Start-up, Growth and Maturity, 4th ed., Red Globe Press
	Stredwick, J. (2005), An Introduction to Human Resource Management, London, Elsevier
	Additional Reading:
	Leatherbarrow, C Fletcher, J. & Currie, D (2010), An Introduction to HRM: A Guide to HR Practice, 2nd Edition, London, CIPD
	Martin, M., Whiting, F & Jackson, T (2010), Human Resource Practice, 5th Edition, London, CIPD
	Pedlar, M Burgoyne, J and Boydell, T. (2007) *A Manager's Guide to Self Development*. 5th ed. McGraw-Hill
	Pepper, M. & Kulik, C (2004), Human Resources for the Non-HR Manager, London, Taylor & Francis.
	Torrington, D, Hall, L & Taylor, S (2008), Fundamentals of Human Resource Management: Managing People at Work London, Pearson,
	Weightman, J (2004), Managing People, 2nd Edition, London, CIPD.
	Key Journals
	(ETP) Entrepreneurship: Theory & Practice
	(JBV) Journal of Business Venturing
	(JSBM) Journal of Small Business Management
	(ER&D) Entrepreneurship & Regional Development
	(IJEBR) International Journal of Entrepreneurial Behaviour & Research
	(IJES) International Journal of Enterprise Studies

(VC) Venture Capital

Useful Web links

www.cipd.co.uk

The Chartered Institute of Personnel and Development (CIPD) is the British association for HR professionals. Much of the website is for CIPD members only, but students may find some useful information in the free access areas.

www.acas.org.uk

The Advisory, Conciliation and Arbitration Service (ACAS) is a body set up by government to improve organizations and working life through better employment relations. Its website provides useful information on over 100 HR topics giving information on employees' legal rights and employers' responsibilities.

Assessment	The method of assessment for this module has been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module.					
	Number of Assessments	**Form of Assessment**	**% weighting**	**Size of Assessment/ Duration/ Word count**	**Category of Assessment**	**Learning Outcomes being assessed**
	1	Portfolio*	50%	2000 words	*Coursework*	*4 & 5*
	* containing a write-up on entrepreneur, reflective accounts and justified action plan that develops enterprise skills.					
	1	**	50%	2000 words	*Coursework*	*1-3*
	**Case study analysis/ experiential activity – Group Report					
	To pass this module students must achieve a mark of 40% or above, aggregated across all the assessments.					
Language	English					

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Course Title	**Film, Television & Media Culture**				
Course Code	**MF1601**				
Course Type	**Compulsory**				
Level	Level 4				
Year / Semester	Year 2/ Semester 2				
Teacher's Name	Mandy Langton, Peter Atkinson/TBC				
ECTS	10	Lectures / week	3	Laboratories / week	N/A

Course Purpose and Objectives	The module aims to:
	• Inform students about the main approaches to studying film, media, television & culture at undergraduate level.
	• Enable students to approach a wide range of media forms in a social and cultural context.
	• Enhance student confidence in applying relevant theoretical and conceptual approaches to a range of media texts.
	• Encourage critical thinking regarding the concept of representation and its importance in the construction of concepts such as class, ethnicity, gender and identity.
	• Develop competence in the processes of communicating informed analyses of media texts in writing and orally.

Learning Outcomes	On successful completion of this module a student will be able to:
	1. Analyse a range of media both at a textual and contextual level.
	2. Identify determinants which influence the production and consumption of media.
	3. Utilise a variety of primary and secondary material in the effective analysis of media.

Prerequisites	None	Required	None

Course Content	The module requires students to examine critically, a range of media forms including television, new media and film. As well as considering the core characteristics of these media, the module also introduces key frameworks to enable students to make sense of these media and the eco systems they are created and distributed in. Students are introduced to a variety of research methods including semiotics, discourse and content analysis and audience studies. The module examines different modes of representation and asks students to examine and critique their meaning.
	Students will be given the opportunity to explore the ways in which media outputs construct and embody meaning, and how in mass media, the construction of class, gender, sexuality, ethnicity, disability and national identity codify meaning. The module encourages students to undertake close readings of a range of specific media texts to understand determinants they share, as well as the formal elements that make them distinctive.

	The module will discuss the concepts of genres, movements and authorship and look at specific case studies. It will analyse specific genres within historical, institutional and cultural contexts, and introduce students to the concept of genre hybridisation.
Teaching Methodology	Students will complete this module through a combination of lectures and seminars, which outline essential information and directions for reading and discussion, primary material such as video and audio footage and other material, used to illustrate the lectures. The lectures introduce some key elements of a particular topic and to suggest further ways in which the topic can be explored, both in seminar discussion and through further reading.
	Students will be asked to engage with a range of primary textual material through applying to them relevant theoretical perspectives and methods. They will discuss what they watched in the classroom in small groups and present their results to the whole class. They will compare material reflecting on one national culture with that pertaining to a different culture. They will be asked how this exercise can be used to develop their employability skills.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below and type the module code (MF1601): www.uclan.ac.uk/readinglists

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
	1	*Essay*	*40%*	*1,500 words*	*Coursework*	*1-3*	
	1	*Portfolio*	*60%*	*2,500 words*	*Coursework*	*1-3*	

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

Language	English

ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course Title	**Thinking Through Film, Media and TV**				
Course Code	**MF2601**				
Course Type	**Compulsory**				
Level	Level 5				
Year / Semester	Year 3/ Semester 2				
Teacher's Name	Mandy Langton/TBC				
ECTS	10	Lectures / week	3	Laboratories / week	N/A
Course Purpose and Objectives	This Module aims to: • Develop students' confidence in their critical thinking. • Introduce students to a range of relevant ideas and theories. • Encourage reflection on the conceptual, thematic and contextual aspects of media forms. • Expand awareness of selected key works in the history of production.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. Critically analyse media forms using a range of theoretical and contextual ideas. 2. Identify and evaluate conceptual and thematic aspects to be expressed in written and other forms. 3. Conduct effective research and succinctly disseminate findings.				
Prerequisites	None		Required	None	
Course Content	This module aims to introduce a particular way of understanding media that treats film, TV and Media as a mode of thought in its own right. Through the viewing and discussion of a range of key productions, students are encouraged to develop a critical awareness of the ways in which writers, directors and creatives can explore deep-seated issues and philosophical questions, for example: the difference between appearance and reality, the nature of consciousness, the importance of memory in relation to the self and identity, the impact of technology on modern society, and the place of film in popular culture.				
Teaching Methodology	This module will be delivered through a combination of lectures, seminars and collective screenings. These will make use of the discussion, screening and appraisal of illustrative material. In addition to these, students will be encouraged to learn through additional listening and viewing, structured directed reading and preparation for assignments including, as appropriate, individual tutorial sessions. You are required to attend all timetabled learning activities for this module. Participation in seminars and workshops is important for both your learning experience and that of your classmates. Notification of illness or exceptional requests for leave of absence must be made to your module leader in the first instance and copied to your course leader.				

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Central Lancashire
UCLan Cyprus
1828

	The portfolio will comprise of a collection of work to be developed over the course of the module, but that will be assessed and graded on module completion. Draft submissions for formative guidance will be encouraged by the course team throughout.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below and type the module code (MF2601): www.uclan.ac.uk/readinglists

Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/ **Wordcount** (indicative only)	Category of assessment	Learning Outcomes being assessed
	1	Research Portfolio	100%	3500 words	Coursework	1, 2, 3
	To pass the module students will be required to achieve a mark of 40% or above.					
Language	English					

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1828
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Course Title	**Dissertation**				
Course Code	**MF3604**				
Course Type	**Compulsory**				
Level	Level 6				
Year / Semester	Year 4/ Yearlong				
Teacher's Name	Mandy Langton/TBC				
ECTS	20	Lectures / week	1	Laboratories / week	N/A
Course Purpose and Objectives	The module aims to: • To provide students with an opportunity to undertake extended individual research on a chosen topic with the support of an assigned academic supervisor • To enable students to demonstrate the ability to originate, plan and write a coherent piece of work based on a clear hypothesis that must involve the use of both primary and secondary source material. • To enable students to demonstrate an appropriate level of specialist knowledge and to articulate that knowledge in a coherent, sustained and extensive piece of academic writing. • To enable students to demonstrate a greater degree of independent learning beyond that required for the single dissertation. • To facilitate an independent, proactive and reflective approach to learning.				
Learning Outcomes	On successful completion of this module a student will be able to: 1. originate and plan an appropriate academic project and undertake appropriate research using both primary and secondary source material; 2. apply appropriate critical, analytical, theoretical or methodological approaches to a chosen topic; 3. work independently on a sustained piece of academic work; 4. respond actively to guidance and feedback and critically reflect on their learning processes;				
Prerequisites	None		Required	None	
Course Content	Students are expected to originate the topic for their dissertation in consultation with academic staff. Students may write on any area within the broad field of Film and Media, subject to approval. Students undertaking the dissertation will be expected to demonstrate a clear understanding of relevant theoretical constructs and research methodologies, as well as a clear hypothesis underpinning their research project. Students will also be expected to attend a series of approximately 4-6 workshops/lectures which will instruct them on how to define a topic, use good scholarly practice, develop				

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	their research skills and their ability to use good scholarly practice and guide them in planning independent work.
	Students will then be expected to meet with their designated supervisor during the course of the year to develop their research with appropriate guidance.
	Students will produce a literature review half way through semester one, through which they will need explore the primary and secondary sources they are intending to use and consider how they are relevant to their own research project.
Teaching Methodology	The dissertation is designed to promote and develop extensive independent learning through the application of a range of generic skills applied to a specialist topic of the student's own choice in consultation with their dissertation supervisor.
	General guidelines governing the conduct of the supervisory process, the development of research topics, and the format and presentation of projects will be distributed to students in booklet form. Further advice on independent study techniques, on the use of research materials, and on the composition and presentation of a research project will be given by supervisors according to the needs of the specific topic and the existing strengths and weaknesses of the student. Supervisors will encourage students to attain standards of good scholarly practice in the subject including coherence of argument, precision and sensitivity in the interpretation of texts, clarity of style and overall structure, alertness to methodological problems and solutions, and exact and scrupulous observation of scholarly and bibliographical conventions. While an original contribution to knowledge is not required, credit will be given for resourcefulness and independence of thought will be encouraged and valued.
Bibliography	The bibliography for this module is available via the on-line reading list – click on the link below and type the module code (MF3604): http://readinglists.central-lancashire.ac.uk/index

Assessment

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Learning Outcomes being assessed	
1	Dissertation administration file	10%	1,000 words	Coursework	1--4	
1	Dissertation	90%	7,000 words	Coursework	1-4	

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

Language	English

BSc (Hons) Media Production

APPENDIX 2

**General Learning Outcomes (GLOs)
&
Curriculum Skills Map**

July 2022

The General Learning Outcomes (GLO) of the programme are grouped in 4 main categories:

A. Knowledge and understanding of:
A1.   the basic principles of several media production technologies, systems, techniques and professional practices
A2.   in-depth aspects of several media production technologies, systems, techniques and professional practices
A3.   the roles and responsibilities of practitioners in the creative industries
A4.   the theories and methodologies related to the analysis of the role of media and communication in culture and society

B. Subject Specific Skills
B1.   the ability to ideate, develop, produce and deliver varied media products
B2.   the ability to produce work within the constraints imposed by the legal, ethical, and commercial structures of the creative industries
B3.   the ability to exploit varied technologies and processes to effectively manipulate image, sound, type or other digital media
B4.   the ability to work independently and apply different media related critical, analytical, theoretical or methodological approaches.

C. Thinking Skills
C1.   critical analysis of media forms and user/audience requirements using a range of theoretical and contextual ideas
C2.   evaluation and selection of appropriate resources and techniques required for specific tasks
C3.   reflect on own work and the work of others with reference to professional practices, user needs and conventions of form
C4.   synthesis of varied media production methods to solve creative and technical problems
C5.   critical thinking and reflection on the construction of different social concepts such as ethnicity, gender, identity and culture within a media context representation

D. Other skills relevant to employability and personal development
D1.   the ability to manage time, personnel and resources effectively
D2.   the ability to retrieve, generate, organise, evaluate and exploit information
D3.   the ability to communicate effectively in a variety of ways in varied situations
D4.   the ability to work effectively in a group or team

Curriculum Skills Map

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Knowledge and understanding				Subject-specific Skills				Thinking Skills					Other skills relevant to employability and personal development			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4
YEAR 4	TE3770	Studio Engineering	O		✓	✓			✓				✓		✓		✓	✓	✓	
	TE3078	Advanced Lighting Practice	O		✓	✓			✓				✓		✓		✓	✓	✓	
	TE3775	Professional practice for Video editors	O		✓	✓		✓				✓	✓	✓		✓		✓	✓	
	AV3500	Advanced TV Production & Technology	O	✓	✓	✓		✓	✓			✓	✓		✓		✓		✓	✓
	TE3009	Enterprise, Development and Production	O			✓		✓	✓			✓	✓	✓	✓		✓	✓	✓	✓
	MF3604	Dissertation	COMP			✓					✓	✓				✓	✓	✓	✓	
	TE3001	Portfolio Projects	O		✓			✓	✓		✓	✓	✓	✓	✓		✓	✓		
	TE3800	User Experience Design	O		✓			✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	
YEAR 3	TE2000	Professional Practice	COMP			✓								✓				✓	✓	
	AV2500	TV Production and Technology	COMP	✓	✓	✓		✓	✓		✓				✓		✓		✓	✓
	MF2601	Thinking Through Film, Media and TV	COMP			✓	✓					✓	✓			✓	✓	✓	✓	✓
	TE2772	Programme Design and Production	COMP	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓		✓		✓	
	AV2501	Producing & Directing for TV	O	✓	✓	✓		✓	✓						✓		✓		✓	✓
	TE2771	Sound Design & Production	O	✓	✓			✓	✓	✓					✓		✓			
	TE2803	Graphic Communication	O		✓		✓	✓	✓	✓			✓		✓				✓	
	TE2775	Video Post-Production	O		✓			✓	✓	✓			✓		✓					

Year	Code	Title	Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
YEAR 2	MF1601	Film, Television & Media Culture	COMP			✓							✓			✓	✓	
	AV1500	Television Studio Production	COMP	✓		✓		✓					✓				✓	✓
	TE1771	Audio Production	COMP	✓				✓		✓	✓							
	TE1772	Video Production	COMP	✓		✓		✓	✓	✓	✓		✓			✓	✓	✓
	TE1775	Multimedia Production	COMP	✓			✓	✓	✓	✓			✓		✓			
	TE1803	Computer Graphics	COMP	✓				✓	✓	✓								
YEAR 1	EF1705	English for Academic Purposes	O				✓								✓	✓	✓	✓
	EF1498	Academic Writing	COMP												✓	✓	✓	✓
	MA1601	Introduction to Maths and Statistics	COMP				✓									✓	✓	
	MK1006	Advertising and Marketing Communications	O				✓		✓				✓	✓	✓		✓	✓
	BU1025	Managing People and Enterprise Skills	O										✓	✓		✓	✓	✓
	TE1904	Introduction to Media Literacy	COMP			✓	✓		✓		✓		✓		✓		✓	✓
	TE1903	Introduction to Audiovisual Technologies	COMP	✓				✓		✓			✓		✓	✓	✓	