DE MONTFORT UNIVERSITY LEICESTER

Exchange Student Module Choice Handbook

Computing, Engineering and Media

2023-24

Exchange Student Module Descriptions

Incoming exchange student modules are offered in the following subject areas:

- **Animation**
- **Computing**
- **Engineering**
- **Film Studies**
- **Game Art**
- **Graphic Design**
- **Journalism**
- **Media**
- **Music**

Module choice guidance

Incoming exchange students normally choose to study **30 ECTS (60 DMU credits) per semester**.

When choosing modules, please check that your choice will provide the number of ECTS credits required in your Learning Agreement and are approved by your home institution. In some cases, a student can select fewer courses, but they must be on a full-time programme of study whilst at DMU. Other key details to note include:

- Incoming exchange students should follow the same programme of study at DMU as they do at their home university.
- Level 5 means year 2 of undergraduate study, and Level 6 means year 3 of undergraduate study.
- The listed programmes are indicative and subject to availability
- Some DMU subjects require a portfolio of your work to be submitted as part of the application process (see below).
- All module choices are subject to the approval of the programme leader for the area of study, and will be confirmed in the Learning Agreement.
- All module choices are subject to Timetabling constraints.

Please note that the majority of DMU modules are for the full academic year (FY) (September to April), and students currently are only able to choose to study on exchange at DMU in term one (selecting S1 modules only) or for a full year (FY).

Portfolio submission

Applications for **Animation, Game Art and Graphic Design** will also be required to submit a portfolio. You may wish to start preparing and collating your portfolio items at the earliest opportunity. Nominated students will receive instructions regarding how to submit their portfolio.

Credit conversion

DMU module credits	Full year exchange (FY)	Term 1 exchange (S1) (Sept - Dec)
60	30 ECTS credits	15 ECTS credits
30	15 ECTS credits	7.5 ECTS credits
15	7.5 ECTS credits	3.75 ECTS credits

Faculty of Computing, Engineering and Media

Exchange Student: indicative list of module titles

Computing

Code	Module title	DMU Credit	Semester
CTEC3110	Secure Web Application Development	15	S1
CTEC3423	Digital Investigations	15	S1
CTEC3605	Multi-Service Networks 1	15	S1
CTEC3906	Interaction Design	15	S1
IMAT3406	Fuzzy Logic and Knowledge Based Systems	15	S1
IMAT3423	Systems Building: Methods	15	S1
IMAT3611	Computer Ethics and Privacy	15	S1
IMAT3103	Research Methods	15	S1

Creative Design

Code	Module title	DMU Credit	Semester
GRDN3301	Major Negotiated Pathway Projects	60/30	YL/S1
GRDN3302	Creative Competition Projects	30/15	YL/S1
GRDN3303	Applied Professional Practice Studies	30/15	YL/S1

Engineering

Code	Module title	DMU Credit	Semester
ENGD3000	Individual Project	30	YL
ENGD3045	Electrical Transmission & Distribution	15	S1
ENGD3051	Advanced Embedded System	15	S1
ENGD3103	Communication Networks 1	15	S1
ENGD3105	Mobile Communication 1	15	S1
ENGD3107	Fundamentals of Power Electronics	15	S1
ENGD3110	Power and Energy Systems	15	S1
ENGD3111	Finite Element Method	15	S1
ENGD3112	Machines and Mechanisms	15	S1

Film Studies

Code	Module title	DMU Credit	Semester
FILM3401	Cult Film	15	S1
FILM3403	Filmmakers	15	S2
FILM3409	Audiences and Fandom	15	S2
FILM3406	Hollywood Now!	15	S1

Journalism

Code	Module title	DMU Credit	Semester
JOUR3500	Magazine Journalism	30	YL
JOUR3503	Journalism for Change	15	S1
JOUR3504	Music Journalism	15	S1
JOUR3505	Freelance Journalism	15	S2
JOUR3506	Arts & Entertainment Journalism	15	S2
JOUR3507	Sports Journalism 2	15	S2

Media

Code	Module title	DMU Credit	Semester
MEDS3402	Paranormal Media	15	S1
MEDS3403	Future Media	15	S1
MEDS3405	Sport and Media	15	S1
MEDS3514	International Public Relations	15	S1
MEDS3512	Gender and Television Fictions	15	S2
MEDS3513	Global Advertising Practices	15	S2
MEDS3515	Global Dissent	15	S2
TECH3025	Creative Image Production	15/30	S1/YL
TECH3022	Social Media Practice	15/30	S1/YL
TECH3015	Multimedia 3	15/30	S1/YL
TECH3008	Television Documentary Production	15/30	S1/YL
TECH3017	Post-Production for Video and Film	30	YL
TECH3026	Creative Media Entrepreneurship	30	YL
TECH3013	Radio Location Production	30	YL
TECH3015	Multimedia 3	30	YL

Yearlong study options are available for the above programmes. If you require information about these, please contact studentexchange@dmu.ac.uk.

Computing

CTEC3110 Secure Web Application Development

Many modern computer services are now accessed via the ubiquitous web-browser, and users have come to expect instant and secure access to information on a wide range of platforms. Underpinning these web systems is usually a web application, providing a channel to data stored in databases. However, increasingly the web-site has also become a point of entry for unauthorised access to stored data. This is often the result of poor web application design and/or implementation.

The module considers how a web application may be designed and implemented in such a way as to reduce the likelihood of unauthorised access to information. This also requires an understanding of the more common forms of browser-based attacks and the coding techniques that can be used to defend against these. The module also considers how information can be accessed and presented from remote sources via web-service protocols. The most commonly used web development language, and therefore the language of choice for the module, is PHP, although this could be replaced by other web development languages such as Scala, Ruby or Python.

CTEC3423 Digital Investigations

This module will present and explore the tools and techniques of investigation for two different types of digital artefact. Typically, the types of investigation will cover a mixture of 'dead-box' forensics as well a mobile phone technologies. The module will culminate in a scenario of a realistic incident which will emphasise the technologies studied throughout. The scenario will focus on the use of tools for data preservation and analysis as well as managing the integrity of the evidence whilst the findings will be presented to a lay audience.

CTEC3605 Multi-Service Networks 1

The module provides a comprehensive analysis of problems and solutions found in modern networks and covers the communication stack (Physical, Data-link and Network layers). The module concentrates largely on the TCP/IP networks while the subnet covers recent and emerging developments in LANs, MANs and WANs, for both fixed and wireless network technologies. The Internet will be used as the driving vehicle to deliver the module. Familiarity is assumed with the basic concepts, but not necessarily the detail of data communications and the mechanisms by which a communications subnet transfers data segments between remote machines. Typically, these will have been studied in Year 2 modules but this is not a pre-requisite. The module does have a strong software and algorithms orientation. Cisco technologies (Cisco Routers and Switches and Cisco Packet Tracer) will be used within the labs and tutorials.

CTEC3906 Interaction Design

The module aims to teach key concepts and techniques for designing and evaluating interactive systems to achieve successful human computer interactions. Designing user interfaces that users can understand immediately and learn easily, and enable them to carry out tasks smoothly and efficiently without excessive effort or stress, is a crucial part of software development. Failures of design can cause technically successful systems to fail in practical use. User interface development frequently eats a large chunk of the development budget, and large projects employ many user interface design and user experience specialists - and systems analysts and technical developers need to be able to talk to them -

while many non-specialist software developers find themselves needing to tackle interface design problems.

Designing successful interactive systems involves understanding and applying the key principles of designing usable systems, but also understanding the characteristics of the user populations, the nature of their tasks and environments, and which of the many different aspects of usability are important for this system and this task, and considering trade-offs between different aspects of usability. But successful interactive system design goes beyond usability: it involves considering the user experience as a whole including how graphic design and system behaviour influences user emotions, and how the interactive system itself is integrated into the user/customer/client's experience of the entire organization. Design is only one half of the coin - testing and evaluating prototypes of interactive systems is a critical part of building systems without major usability problems and achieving a good user experience. For this reason, modern system development methodologies plan usability testing and iterative development of a sequence of prototypes into the development process.

IMAT3406 Fuzzy Logic and Knowledge Based Systems

Fuzzy logic is a technique for modelling uncertainty and imprecision and appears in many applications for example in consumer products such as washing machines and camcorders. The ideas behind fuzzy logic use the notion that the world is not precise and that the ability to model words like hot, tall and expensive is very difficult using conventional mathematical techniques. The student will gain an understanding of fuzzy sets and how these are used in systems that contain fuzzy if-then rules for decision making.

Knowledge Based Systems (KBS - also known as expert systems) are the most commercially successful technique in AI. These systems are analogous to data base systems except instead of storing data the use knowledge from an expert(s) to make decisions. Students will learn about the history of KBS as well as the various aspects of KBS development such as knowledge acquisition, inferencing, knowledge representation and system development. In summary, this module exposes the students to two highly successful methods for modelling expertise in decision-making environments.

IMAT3423 Systems Building: Methods

This module covers an important aspect of Information Systems Development (ISD): the selection and evaluation of methodologies used in the Systems Development process. A variety of ISD paradigms and methodologies will be considered, including ‘hard’ approaches, both Object-Oriented and Structured, ‘soft’ and participative approaches, and ‘heavyweight’ and ‘agile’ methodologies. A
framework will be developed to compare and evaluate methodologies to help determine their applicability to particular development projects and environments. The way in which methodologies are used in practice will also be considered.
Indicative topics: - Information Systems Development (ISD): a review of major concepts, lifecycles,
definition of a 'methodology', the factors influencing methodology use.

IMAT3611 Computer Ethics and Privacy

The aim of this module is to provide an opportunity for the student to explore the concepts of ethics, privacy and data protection in the context of IT, IS, Business Information Systems and other related disciplines. The module engages students critically with the underpinning ethical and social responsibility issues surrounding advances in ICT. Therefore, responsible research and innovation (RRI) will be central to the modules approach. The module considers in detail how technological development must include the ethical, privacy and data protection issues that often arise, and how professional codes of conduct/ethics alongside an RRI approach can inform ethical policy making and promote ethical behaviour.

Ethical concepts and consideration of computer ethics as a discipline provide a necessary philosophical foundation for this module. There continues to be a growth of databases holding personal and other sensitive information in multiple formats including text, pictures and sound. The scale of data collected, its type and the scale and speed of data exchange have all changed with the advent of ICT. Whilst the potential to breach privacy continues to increase organisations are subjected to a considerable amount of legislation governing privacy and data protection.

IMAT3103 Research Methods

This is a companion module offered to students who have completed IMAT2704 Introduction to Research and Ethics and who have typically decided to undertake a Research project in their final year. While other modules teach technical aspects of storing, processing and interpreting such data, this module concentrates on its collection, analysis, and interpretation. Many examples of practical situations where data is collected are subject to ethical debate and controversy, for example personal data collected online, CCTV footage and bio- security information. The module provides the student with a grounding in the essentials of research methods and methodologies, for example the different characteristics and aims of quantitative versus qualitative research. It develops the student's ability to consider the stages of research, in line with a Final Year Project; pilot different methodologies such as questionnaires and interviews, and gain the skills to apply these to their own original research. It develops skills in data collection, interpretation and evaluation from a variety of perspectives, including a public engagement view and a theoretical/academic view. In addition, the module builds on the introduction of some of the key concepts of computer ethics in IMAT2704 and considers key ethical issues in relation to information technologies.

Creative Design

Module Title: Major Negotiated Pathway Projects

Module Code: GRDN3301

Semester: Yearlong **DMU**
Credits: 60

Module description: This project-based module is the principle means for students to test, apply and articulate the concepts and theories learned at levels 1 and 2 and to develop their personal creativity to a mature level. Essentially studio-based with minimal formal taught content, it provides the opportunity to explore and develop individual creative pathways under close tutor supervision.

The module also enables students to work to a design process that reflects external professional practice, from briefing to delivery. This could include - Identification and proposition of a design project/problem/path of enquiry - Research of client, audience/market/culture - Formulation of a design brief/investigation strategy - Working to a negotiated written learning contract - Visual design, development, critical refinement and selection - Presentation of visual work supported by a substantial piece of written work, e.g. research report, brief, design report, reflective journal, etc.

This module allows students to undertake an individual project following a graphic design, illustration or interactive pathway, working on one or a combination of the following types of brief - individually chosen project brief, negotiated with module leader or tutor - national or international competition brief - externally commissioned project brief (to department, course or student). Students who undertake this module are expected to demonstrate a high level of

self-motivation and personal initiative. They are responsible for selecting and organising the content of their study programme according to their individual interests, which may include design for both print and digital media in the areas of editorial publishing, typography, illustration, packaging, corporate identity, promotional, entertainment and information graphics.

With negotiated briefs, consultation and negotiation with academic staff ensures that, for assessment purposes, learning outcomes are clearly stated and reflect the intellectual rigour, creativity, knowledge and practical skills appropriate to visual communication practice at this higher level of first degree study.

Contextual studies are integrated with this module - students will undertake their advanced research project. This involves the student in writing an extended piece of work that might be linked closely with some aspect of their third year graphic design pathway projects. The aim is that skills of research, organisation, critical analysis and communication, along with an understanding of the relationship between theory and practice will be demonstrated in this piece of work.

Module Title: Creative Competition Projects

Module Code: GRDN3302

Semester: Yearlong **DMU**
Credits: 30

Module description: This module provides students with the opportunity to take part in national and international design competition - the RSA, D&AD, ISTD, YCN, etc.

Project-based modules are the principle means for students to test, apply and articulate the concepts and theories learned in earlier classroom-based modules. Essentially studio-based with minimal formal taught content, they provide the opportunity to explore and develop individual creative pathways under close tutor supervision. They enable students to begin to work to a design process that reflects external professional practice, from briefing to delivery.

Students who undertake this module are expected to demonstrate a high level of self-motivation and personal initiative. They are responsible for selecting and organising the content of their study programme according to their individual interests, which may include design for both print and digital media in the areas of editorial publishing, illustration, packaging, corporate identity, promotional and information graphics.

Students will be expected to be familiar with contemporary trends in graphic design applications relevant to their project.

During this module the students tackle two projects from the competition briefs on offer. This module gives students the opportunity of focusing on graphic design and illustration issues in the context of a brief set by an external organisation. This requires that students deal with issues that are as close to real life as possible.

The module also provides students with a unique opportunity to focus on, and demonstrate understanding of the creative process.

Students can choose a brief from the competition list that reflects their graphic design or illustration pathway.

Module Title: Applied Professional Practice Studies

Module Code: GRDN3303

Semester: Yearlong **DMU**
Credits: 30

Module description: This module has three chief aims:

- to provide students with principles, knowledge and information on the professional practice of design
- to enable students to explore and articulate these through a creative design brief
- to produce an effective design outcome that is enhanced by a professional communications package.

This module introduces students to the basic knowledge and skills needed to understand graphic design, interactive design and illustration professional practice including knowledge of the commercial aspects of design practice.

Taught content is tested and articulated through an individual project following a graphic design, illustration or interactive pathway, working on a live, external brief. This will involve research directly linked to generating appropriate ideas for the practical design work and the preparation of the final presentation with support materials, to be assessed at the end of the module.

A range of project briefs is typically provided from the following areas:

- promotion and advertising ·branding and corporate identity
- information/instruction/interpretation
- entertainment ·editorial design and art direction

The module provides an introduction to the process of managing the client/designer relationship. Transferable skills relevant to the entire programme of study are developed through effective self-management of learning and through working with others in a team situation on the project.

The module presents an opportunity for students to develop a better understanding of the relevance of visual communication (graphic design, illustration, multimedia) to industry and in society. It emphasises the role of the individual design specialist within a working team and as a member of a larger community.

Lecture and seminar topics cover the following:

- modes of trading recognised by law
- agreeing and working to a brief
- professional business communication
- presenting a design proposal
- charging a client
- overheads and profitability
- career planning
- conducting meetings and working with others
- communication and presentation skills • corporate social responsibility and ethical issues.

Engineering

ENGD3000 Individual Project

The 'individual project module' will allow students to engage in a substantial piece of individual research and or product development work focused on a topic relevant to their specific discipline. The topic may be drawn from a variety of sources including:- their placement experience, research groups, the company in which they are employed or a subject of personal interest (provide suitable supervision is available). The project topic will be assessed for suitability to ensure sufficient academic challenge and can be satisfactorily supervised by an academic member of staff. The chosen topic will require the student to formulate problems, conduct literature reviews, determine solutions, evaluate information, develop hardware & software as appropriate, process data, critically appraise and present their finding using a variety of media. Where appropriate to their discipline, the student will be required to present new design work to include the development of hardware & software as appropriate.

ENGD3045 Electrical Transmission & Distribution

This module develops awareness and advanced knowledge of both theory and practice of the transmission and distribution of electrical power. The basic theory and rationale behind 3-phase power systems is given with an introduction to the power system network, which is then extended to modelling and analysis of power systems.
The module will cover basic tools of power system analysis such as per unit representation, node equations simple mathematical models of power system components such as transmission lines, underground cables, transformers, induction machines, synchronous generators, loads and insulators.
The power flow problem would be formulated and solution techniques discussed for analysing the flows in simple networks. A substantial portion of the module will be devoted to the study of distribution systems, covering aspects of planning and design of distribution networks, load modelling, application of capacitors, voltage regulation and harmonic analysis in these systems. These topics have relevant links to electrical building design and to the understanding and modelling of electricity consumption in general.

ENGD3051 Advanced Embedded System

The objective of this module is to provide level 6 students studying an engineering degree with an extended insight and understanding in modern embedded system. The module will demonstrate the essential features of an embedded system and the use of microcontroller/microprocessor in realising innovative modern engineering design. The essential development methods and tools unique to the goals of the system developer will also be introduced. The role of system developer and its relevance to modern engineering will feature in terms of product design, machine design, and process design.

ENGD3103 Communication Networks 1

Students on this module will study the discipline of computer networks from basic components to fundamental functions and applications. The syllabus will be taught using the Internet as a model when appropriate to illustrate applications and techniques. Teaching will be by formal lectures and use of the mandatory text. Learning will be supported by seminars and assessed laboratory exercises. Wherever possible, taught material will be illustrated by case study or the literature

ENGD3105 Mobile Communication 1

Mobile communication is as much a part of everyday life as TV and radio. However, mobile communications is a rapidly changing technology. This module focusses on these changes,

particularly on how the technology is evolving to satisfy new needs and the shortcomings of prior art. This is a technical course in that it unpicks these technological developments by analysing past, current and future mobile technologies, including channel allocation, digital modulation, and channel coding. This module has a strong student-led focus. Coursework is undertaken as a research report, where students have to research, define and carry out their own experimental investigations.

Traditional lectures are used to present and explain technical information. Tutorials are used to develop understanding and to investigate wider implications of theory and practice. Coursework is undertaken in the form of research investigations with students being given 'briefs' and they are responsible (under the guidance of the tutor acting as 'consultant') for the design of experiments, the practical work and presentation of this.

ENGD3107 Fundamentals of Power Electronics

This module introduces and gives the student an understanding of the fundamentals of the field of Power Electronics starting with basic linear and switching power conversion. The module reflects the very wide knowledge base associated with the field of power electronics drawing on knowledge of power semiconductors, control, signal processing, DSP and embedded systems. The module will be delivered using formal lectures and tutorials, with the students working on laboratory experiments which form the basis for the coursework component of the assessment.
Indicative content: Fundamentals of switching power conversion including the simple buck, boost and flyback converters. Fundamentals of high frequency transformers. Selection of power switching semiconductors and associated protection systems. Principles of control for power electronics: current mode control and voltage mode control in conjunction with simple d.c. to d.c. power converters. Fundamentals of three-phase power conversion: the three phase bridge arrangement for both rectification (boost rectifier) and inverting.

ENGD3110 Power and Energy Systems

The module addresses concepts of power generation on the basis of efficient conversion and utilisation of energy. The module covers thermodynamic analysis of range of power plants covering topics such as efficacy analysis, operational limits, emissions and sustainability issues.

- Steam turbine power plant - Rankine cycle and reheat cycles
- SO2 removal: Flue Gas Desulfurization Process
- NOx Removal – SCR Process for coal-fired power stations o
- Co-generation Plant o CO2 capture and Storage
- Analysis of Internal Combustion engines (IC engines) o Exhaust Emissions from IC engines: formation and control
- Fundamentals of combustion analysis including lean and rich mixtures and volumetric analysis of products
- Brayton cycle analysis and gas-turbine power plant
- Combined cycle power plant

ENGD3111 Finite Element Method

To introduce the students to the theory and practice of finite element method, including capabilities and limitations of the finite element method and the practical problems involved in the successfully modelling engineering structures and components. Topics include:

- Discretisation of engineering problems
- Limitations and capabilities of the Finite Element Method
- Direct stiffness method, Variational Methods, Shape functions
- Isoparametric formulation, Solution of equations, Non-linear problems, Computational errors,
- Use of commercial finite element systems,
- Practical examples in stress analysis and heat transfer

ENGD3112 Machines and Mechanisms

This module focuses on fundamental principles for analysing engineering machines and their individual components. The students develop the understanding and practical skills in kinematical and dynmaical analysis of basic mechanisms with full appreciation of their design principles. Different types of mechanical transmission systems such as four bar linkage, slider crank, fixed axis and epicyclic gear trains, belt systems and clutches are used as illustrative case studies. Delivery of the taught material is illustrated with case study examples and practical applications where appropriate. The material is delivered via a structured programme of lectures, tutorials and practical laboratory exercises. Practice exercises are provided for self directed study which are supported in tutorial sessions. The laboratory exercises are practical investigations aimed at supporting and reinforcing the understanding of mechanical and control principles and concepts as well as developing measurement, experimental and reporting skills. The module is assessed by a phase test together with a coursework component consisting of written laboratory reports and an assignments.

The following topics are covered in this module: • Position, velocity and acceleration analysis • Planar mechanisms, sliders, cranks, joints, kinematic pairs, degrees of freedom, etc. • Machine elements: o springs, seals, bearings, fasteners o Belt and chain drives o Friction clutches and brakes o Shaft design, cams and followers o Spur, helical, bevel and worm gears, rack and pinion o Fixed centre and epicyclic geared systems • Dynamics of geared systems, torque and energy transmission • Gear boxes, automotive transmissions, differentials • Static and dynamic balancing of mechanisms • Design of rigid and flexible coupling • Design of rotary system, Fans,and Pumps

Film Studies

Module Title: Cult Film

Module Code: FILM3401

Semester: Semester 1 **DMU**
Credits: 15

Module description: This module studies the emergence and cultural significance of cult films - movies which are often transgressive, marginal or drawn from genres such as horror, science fiction and exploitation, and which have attracted an especially devoted and vociferous fan base.

The module introduces the main theoretical and critical approaches that have been adopted in the study of cult and film fandom, and offers case-studies of key films such as Rocky Horror Picture Show and Blade Runner.

Module Title: Filmmakers

Module Code: FILM3403

Semester: Semester 2 **DMU**
Credits: 15

Module description: This module offers students the opportunity to investigate in depth the films of one significant filmmaker, which is understood potentially also to include producers and screenwriters. Examples are Stanley Kubrick, Alfred Hitchcock, Hammer, Martin Scorsese, Powell and Pressburger, and Steven Spielberg.

The module sets the filmmaker within, on the one hand, social, cultural and industrial contexts (e.g. national cinema), and, on the other, wider theoretical issues such as the value of 'auteurism' to understanding a collaborative medium. Rather than textual analysis, the module focuses especially on analysing the filmmaker's 'career' and 'brand', reputation, significance, critical and popular reception and impact.

Module Title: Audiences and Fandom

Module Code: FILM3409

Semester: Semester 2 **DMU**
Credits: 15

Module description:

This module examines some of the main approaches to conceptualising, studying and understanding media audiences across different genres and media formats. In doing so it seeks to locate the audience in relation to debates about cultural, social, industrial and economic organisation, self-identity, media histories and fan cultures. The module considers the history of audience research and introduces its dominant paradigms. Furthermore, it examines a diverse range of audiences and reception cultures, posing questions concerning the use, value, accuracy and socio-political implications of the different ways in which we understand media consumers.

Module Title: Hollywood Now!

Module Code: FILM3406

Semester: Semester 1 **DMU**
Credits: 15

Module description: This module focuses on the current output of the major Hollywood studios, and invites students to refine their skills as commercial analysts. Every week students are required to read the trade press, view key releases, and to develop the skills to both understand and evaluate how commercial film is affected by ongoing market developments.

The overarching goal of the course is to encourage students to achieve a clear conceptual and critical understanding of how the issues we have studied through a historical prism up until this point play out in the immediate present, and how media companies (in this case the Hollywood studios) respond to shifting market conditions. By the end of the module, students will have become skilled commercial analysts, with a rich understanding of the current media environment, and a refined ability to evaluate the relationship between marketing, funding, distribution patterns and other market developments.

Module Title: Documentary

Module Code: FILM3408

Semester: Semester 1 **DMU**
Credits: 15

Module description: The module will be delivered by a weekly lecture introducing the week's key film screening. Discussion of each week's topic, informed by preparatory reading, will take place in seminars.

Journalism

Module Title: Magazine Journalism

Module Code: JOUR3500

Semester: Yearlong **DMU**
Credits: 30

Module description: This module offers students the opportunity to hone their journalism production skills and produce collaboratively a print/digital magazine. Students will work in groups producing material for a group publication and use digital tools to build an audience for it online.

Students will advance their feature writing, subbing and design skills and develop further their digital journalism know-how, while continuing to engage with ethical and moral issues in contemporary journalism. Students will need to combine an understanding of traditional magazine production with a clear awareness of evolving digital alternatives.

Module Title: Journalism for Change

Module Code: JOUR3503

Semester: Semester 1

DMU Credits: 15

Module description: Students will rely on previously developed practical skills and abilities, to produce a journalistic output based on constructive approaches of journalism.

This module is based on the idea that journalists can make choices that have a constructive impact on society while providing accurate and truthful information to their public. From helping communities in conflict to evaluating new perspectives of peace, to supporting institutions in caring for society at large during crises, journalists have a great role to play in making our communities more just and fairer.

This module introduces normative approaches in journalism, such as peace journalism, constructive media, and solution journalism, with critical attention to the promotion of the

changes advocated by the UN sustainable goal no16 (peace and justice in particular) in postmodern society.

The second part of the module focuses on the analysis of production, content, impact of disruptive and polarised digital debates and dominant discourses (e.g. science and audience polarisation; food and energy habits and sustainability; conflicts and peace discourses), to facilitate a discussion of how constructive approaches could be applied to these debates.

Module Title: Music Journalism

Module Code: JOUR3504

Semester: Semester 1

DMU Credits: 15

Module description: This module aims to prepare students for employment as music journalists/PRs/promoters. As such, it is primarily a practical and vocational module and students are required to produce multi-media music journalism project and promote their work through digital means. The curriculum will include guest speakers, including musicians and journalists, to enhance the learning alongside trips to relevant music venues to speak to staff about media management and how their venues are reported by the media.

Module Title: Freelance Journalism

Module Code: JOUR3505

Semester: Semester 2

DMU Credits: 15

Module description: Journalism is an evolving sector, as such this module aims to prepare students for employment within the journalism sectors. There is an emphasis upon finding freelance work on the platform of the student's choice and monetizing journalistic ideas.

The module will have a practical focus to help students understand how to find work, how to brand themselves on social media, how to reach out to editors with original ideas, negotiate fees and manage their time. They will also learn how freelancers can work within the industry, and will develop skills in managing finance, understanding industry workflows and utilising social media, and other platforms, effectively. Students will be supported in preparing and presenting professional pitches suitable for all journalism employers (magazine, radio, digital news websites and television programming).

Students will be required to produce a digital portfolio of their work or an audio or video showreel in preparation for job applications.

Module Title: Arts & Entertainments Journalism

Module Code: JOUR3506

Semester: Semester 2

DMU Credits: 15

Module description: This discipline of writing news and features is integral to the writing of any arts review or arts story. A key discipline will be the art of writing professional, cultural, critical reviews across print and digital platforms, and there will be clear emphasis on the part that law and ethics plays in 21st century arts journalism.

The module is taught in weekly two-hour workshops. Most workshops feature practical sessions under the guidance and supervision of the module tutor.

Module Title: Sports Journalism 2

Module Code: JOUR3507

Semester: Semester 2

DMU Credits: 15

Module description: This sports journalism module is designed to prepare students to become working sports journalists on multimedia platforms including digital, print and social media. It is therefore a practical module and requires students to produce real world sports journalism content.

Students will learn the discipline of writing news, match reports, features and opinion columns. These skills are integral for modern aspiring sports journalist.

The module will heavily feature practical sports journalism skills for a number of platforms including digital media, print and social media and offer students the opportunity to critically engage with all aspects of modern sports writing and promote it via digital means.

Media

Module Title: Paranormal Media

Module Code: MEDS3402

Semester: Semester 1 **DMU Credits:** 15

Module description: The module applies a range of existing, key debates and methodologies within media and communication to the growing, popular genre of Paranormal Media. Students will critically examine a competing range of histories of production, policy, content and form across a range of international paranormal media.

Additionally they will develop discussion/scholarship skills regarding key established theoretical debates revolving around rational scepticism versus irrationality/ambiguity, historical and geographical contexts and internet discourse/representations of the paranormal.

Module Title: Future Media

Module Code: MEDS3403

Semester: Semester 1 **DMU**
Credits: 15

Module description: This module will examine the core tenets and historical development of cybernetics and explore the implications this has for media. In particular, the module will explore the importance of cybernetics for understanding key contemporary concepts such as communication, information, feedback, networks, cyborgs and modelling.

Additionally the module will enable students to understand contemporary media utilising concepts which have developed from cybernetic heritage as well as contextualise these in relation to work in other areas such as sociology, cultural studies and philosophy.

Module Title: Sport and Media

Module Code: MEDS3405

Semester: Semester 1 **DMU**
Credits: 15

Module description: This module examines the interdependent relationship between sport and the media. Against the background of the increasingly globalized media and sports industries, the module focuses on three broad areas: i) the political economy of media and sport, including the buying, selling and regulation of media rights to sporting events and/or competitions; ii) the relationship between sport, media and identity formations based on gender, race and nation; and iii) the consumption of sport and the role of audiences in the communication process.

Module Title: Gender and Television Fictions

Module Code: MEDS3512

Semester: Semester 2 **DMU**
Credits: 15

Module description: What have women contributed to the production of television drama and sitcom? How have women (at the level of gender, class, sexuality, race and age) been

represented within these genres? These are key questions which this module addresses by exploring British feminine-gendered fiction from the 1960s to the contemporary period.

Taking an historical approach, this module contextualises key shifts to women's positioning on both sides of the television screen in relation to broader cultural, economic and social change.

In so doing, this module explores feminine forms of British television fictions' negotiations and responses to feminism, post-feminism, neoliberalism, post-colonialism, broadcasting policy as well American quality dramas such as Sex and the City and Scandal.

Module Title: Global Advertising Practices

Module Code: MEDS3513

Semester: Semester 2 **DMU**
Credits: 15

Module description: Global Advertising Practices is a 15 Credit module devoted to the study of one of the central institutions of the contemporary world. The module will interrogate the basic marketing concepts and promotional strategies associated with advertising as a commercial and creative practice, introduced from an academic perspective and informed by critical theory, and delivered through assignments that bring together a mix of practical and theoretical enquiry. The goal is not to attain an exact 'balance' between practical and theoretical approaches, but to produce a form of critically informed, yet creative practice.

This aim will be attained through collective effort, with the emphasis on active student contributions. Students will be introduced to key theoretical approaches to the study of advertising and consumption using contemporary and historical case studies that relate to textual examples across a range of media forms.

In contrast to more theoretical aspects of the course, details of contemporary advertising practices will be studied with particular reference to product brand marketing, broadcast and online media, and to social and networked media and mobile and interactive platforms. Outline Content: three 3/4 week blocs

Module Title: International Public Relations

Module Code: MEDS3514

Semester: Semester 1

DMU Credits: 15

Module description: This module develops the student knowledge and skills, which have been gained through the student of public relations in MEDS2010: Public Relations 1. The module aims to equip students with the critical public relations knowledge, which will allow

them to explore and research the issues and debates affecting public relations and its practitioners such as ethics, gender, corporate social responsibility and impact on the news agenda.

Student engagement with subjects such as these will be considered within the context of the broader social, economic, political and economic changes, which can both affect and be affected by public relations practice.This module also applies the practice-based and creative skills learnt in MEDS2010 to industry situations and allows students to continue to refine their public relations writing, technical skills, planning and social media use through a major project in the final term.

Underlying the module will be an appreciation of PR's relationship to and location within the media and mediated culture and PR's role and practices in relation to media industries and cultures. There will also be space within the timetable to react to and discuss current events and to debate current issues, such as the moral and ethical dilemmas in public relations.

Module Title: Global Dissent

Module Code: MEDS3515

Semester: Semester 2 **DMU**
Credits: 15

Module description: Global Dissent is a 15 Credit module devoted to the study of a highly visible (mediated) phenomenon - the re-emergence global social/protest movements. The module will address the growth and impact of these eruptions (both within the context of economic 'austerity', and with reference to social, cultural and historical manifestations of dissent), paying particular attention to the use of traditional and social media forms to represent the goals of the protestors, and the process of individual and collective identification that accompanies this process.

The module will address the existence of both trans-national political movements and supposedly more 'subjective' forms of resistance, including campaign groups formed to fight all forms of discrimination (on the grounds of sexuality, disability, racism, etc.), and those devoted to recovering the public memory of past injustice.

Older formations share one outstanding feature with their counterparts in the 'new' protest movements: the fact that they articulate dissatisfaction with the current political system, and with those individuals and institutional groups often described as 'elite social actors'.

Module Title: Creative Image Production

Module Code: TECH3025

Semester: Semester one (15 credits) or Yearlong (30 credits)

Whilst there are similarities between emerging imaging technologies within many different fields of technology, there are also significant differences in how they are acquired, processed and eventually displayed. This module will explore the necessary tools, technology and techniques required to

investigate a variety of photographic topics.

The module curriculum consists of such elements as fundamental imaging theory, including lenses and light, DSLR camera techniques, and studio lighting. Historical photographic techniques and trends and their relevance to the modern, digital world and case studies of famous photographers and their work are typically considered. Applied imaging technologies such as time lapse, high speed photography, and High Dynamic Range (HDR) imaging are explored, and processes such as image workflow involved in the acquisition, post-production and display of different imaging technologies, health and safety and methods of presenting work are examined.

Module Title: Social Media Practice

Module Code: TECH3022

Semester: Semester one (15 credits) or Yearlong (30 credits)

Understanding the culture of social media, and how people make sense of the products of this culture in meaningful ways, is essential for future media producers who wish to engage with emerging and dispersed communities of interest, emerging communities of association, and with emerging communities of practice.

This module gives learners the opportunity to practice and develop their social media research skills, social media development skills, social media production skills and an academically oriented conceptual comprehension to an advanced level. This module explores how social media is made sense of and practiced as a technically mediated social phenomenon, offering learners the opportunity to explore critically how social media communication is articulated, understood and experienced by people living in socially mediated lifeworlds.

The underlying principles of investigation used in this module are: online sociological investigation, netnography and symbolic interactionism. These concepts and methods of investigation form the essential methodological underpinning necessary to study the practice and culture of socially mediated community life. Learners will be able to practice their social media production skills, and gain experience in the systematic development of social media projects, based on a conceptually relevant and flexible approach to social media production, circulation and interaction principles, as they relate to the DIY concept of distributed media production, digital activism, and collaborative forms of production management.

This module gives learners the opportunity to develop their social media production skills by designing and creating social media projects that utilise creative and alternative forms of media, such as online video, podcasts, blogs, social networks, transmedia and technical interactivity.

Module Title: Multimedia 3

Module Code: TECH3025

Semester: Semester one (15 credits) or Yearlong (30 credits)

The module introduces advanced techniques in multimedia production for both Internet and mobile formats. Appropriate Multimedia Authoring software will be used to demonstrate advanced animation and multimedia techniques. Topics covered include:

· Integration of sophisticated Media User Interfaces and navigation schemes.
· Dynamic control of video, sound, graphics and text in web-based productions.
· Design and evaluation of designs using prototyping.
·Usability testing and the evaluation of user feedback throughout the development cycle.
· Dynamic user interfaces for media presentation using scripting languages such as JavaScript.
· Backend systems for persistent data storage.
· Intermediate to advanced concepts in JavaScript.
· Game production for the web.

Module Title: Television Documentary Production

Module Code: TECH3008

Semester: Semester one (15 credits) or Yearlong (30 credits)

This module builds on previous studies in television production. Students will develop practical skills alongside an appropriate technical understanding of the television industry, television production and distribution. The technical content in this module focuses on camera skills (framing, angles), sound and lighting within visual narrative development. The practical content of this module will encourage students to experience a range of different approaches in producing a narrative documentary, including using dimension and multi-perspectives of the subject through b-roll, visualisation, photographs, sound and interviewing skills.

Module Title: Radio Location Production

Module Code: TECH3013

Semester: Yearlong **DMU**
Credits: 30

Module description: In this module students will develop the experience required to work at a producer level within the broadcast radio industry.

Radio stations are characterised by a set of specific work-based practices, production methodologies, people management techniques and problem-solving approaches. These are based on an understanding of the regulatory and legal requirements of the UK broadcast radio industry; the process of creative practice and commissioning within the industry; and a knowledge and understanding of the processes by which audiences respond to station remits and programme formats.

Students will study the theory and practice of radio studio operation, the management of radio studio resources (including personnel and contributors), the use of radio studio technologies, and the regulatory and legal frameworks related to professional standards within the UK broadcast industry. Students will experience live outside broadcasting, from location and technical recce, through to set up, transmission and post-broadcast derigging.

While the core focus within the module is technical production, students will be expected to complete a range of editorial processes and outputs. These include contact-building, storysourcing, researching, scriptwriting and running orders, the execution of editorial content onair, as well as the operation of social media platforms and podcast production, publication and promotion.

Module Title: Multimedia 3

Module Code: TECH3015

Semester: Yearlong **DMU**
Credits: 30

Module description: The module introduces advanced techniques in multimedia production for both Internet and mobile formats. Appropriate Multimedia Authoring software will be used to demonstrate advanced animation and multimedia techniques. Topics covered include:

- Integration of sophisticated Media User Interfaces and navigation schemes
- Dynamic control of video, sound, graphics and text in web-based productions
- Design and evaluation of designs using prototyping
- Usability testing and the evaluation of user feedback throughout the development cycle
- Dynamic user interfaces for media presentation using scripting languages such as JavaScript
- Backend systems for persistent data storage
- Intermediate to advanced concepts int.
- Game production for the web