



Unit Title	Audiences, screens and platforms
FHEQ Level	Level 4 / Term 1
Unit Code	DTP18103
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	45
Supervised access to resources	0	Preparation for Assessment	35
		Unsupervised Access to Resources	25
Total			150

Unit Description

Audiences, screens and platforms allows you to investigate audience behaviours, the TV market and the ways that multi-platform technologies can be harnessed to create engaging and exiting TV formats.

In the unit, you will develop audience-driven television multi-platform formats which use the most appropriate platforms to reach a specific market. To do this you will utilise existing industry research and derive your own research material supporting your idea.

- Initially, you will originate several ideas, but the most promising idea will be developed further to final pitch/proposal stage.
- Projects will be pitched to an industry commissioning editor or development executive for real-world feedback.
- In addition, this unit will also serve as a preparatory unit for *DTV18106 Studio Production*. The most appropriate or most adaptable projects may form the basis for productions in term 3.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The course will teach through lecture and workshop, the groundwork for audience analysis and research:

- Introduction to audiences, markets and demographics
- Storytelling on single screen versus multiple screens. Differences between linear and non-linear narratives.
- Audience response, user-journey, user experience.
- Programme formats
- Interactive and participatory formats
- Media research methodology

Teaching on the project development process:

- Understanding a commissioning brief
- Methods for idea origination and development.
- Research (for location, talent, resources)
- Writing pitch documents
- Coaching and guidance on professional pitching.
- Producing taster tapes/ sizzle reels that sell your ideas

Workshops:

- Analysing a brief
- Audience research
- Idea generation
- Speed pitching
- Evaluating ideas
- Presentation techniques

Unit Aims

Gain a basic knowledge of markets, audiences and demographics.

Understand the potential of linear, non-linear interactive and participatory programming and how to apply marketing knowledge to multi-platform content.

Develop processes necessary to originate, research and develop ideas for content and do so in individual and group contexts.

Develop methods of writing proposals and pitches and communicating them effectively through verbal, audio-visual or written forms.

Unit Learning Outcomes

LO1 Research/Inspiration - Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO2 Concept/Ideation - Generate first concept ideas and using a range of different approaches.

LO3 Development/Prototyping – Develop concepts into viable TV formats that show your understanding of the creative potential of multi-platform TV productions.

LO5 Presentation /Storytelling for Influence - Evidence effective communication of your format ideas, whether in visual, oral or written form.

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Group presentations and critiques
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%)
Group Proposal and Pitch supported by video-based promo or demo	70%
Individual Proposal and Development Research Pack.	30%

Indicative Assessment Criteria

1. Research packs show a range and variety of research sources (LO1)
2. Ideas produced show clear evidence of an understanding of the target markets, audiences and demographics. (LO2)
3. Development work shows that you have assessed the suitability of several solutions, showing evidence of critical thinking and understanding of the potential for multi-platform projects (LO3)
4. Proposals, pitches and video promos effectively communicate your idea (LO5)
5. Well-thought-through, rehearsed and planned pitch. (LO5)

Essential Reading list

1. Barker, Alan, (2013), Improve Your Communication Skills (Creating Success) Third Edition, Kogan Page.
2. BBC. BBC Academy. How has BBC Three adapted to online [Article/Internet] Available from: <http://www.bbc.co.uk/academy/en/articles/art20170526083336386> [Accessed 22/03/18].

3. Kember, Sarah, Zylinska, Joanna, (2012) *Life After New Media: Mediation as a Vital Process* by Sarah Kember and Joanna Zylinska, MIT Press.
4. Lees, N. (2010) *Greenlit: Developing Factual/Reality TV Ideas from Concept to Pitch* London: Bloomsbury Methuen Drama
5. Noakes, Sebastian, Kelly, Sean, (2013) *The Definitive Guide to Project Management: The Fast Track to Getting the Job Done on Time and on Budget (Third Edition)*, London: Financial Times, Publishing International
6. Northouse, Peter, (2012), *Leadership: Theory and Practice (Sixth Edition)*, Sage Publications.