



Unit Title	Creative Futures
FHEQ Level	Level 6 / Term 2 and 3
Unit Code	DTP18302
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	50	Independent Study	60
Supervised access to resources	10	Preparation for Assessment	60
		Unsupervised Access to Resources	120
Total			300

Unit Description

Creative Futures focuses on content production using more complex technologies or more specialised production methods that will further your career. It builds on the Professional Initiatives unit in term 1 and gives you the opportunity to extend your pitch into a finished project, or choose to collaborate on one of your colleagues' initiated projects. Each project will be supported by a group production pack and you will write an individual report on your contribution and relevance of the project to your future career.

The decision to greenlight projects will be based on their potential to enhance career prospects, build contacts or advance knowledge. Additionally, preference will be given to projects demonstrating future facing or entrepreneurial skills.

Typical projects might include livestreaming OBs, developing mobile educational or cultural material and tools, producing content with an intact funding and distribution plan, working within a games environment, integration of holograms, augmented or virtual reality, or other possibilities arising from your work in term 1.

You will agree with tutors the subject and scope of the project. Your objectives should reflect the size of the team and we would expect more ambition from a larger group.

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

When possible we will include industry talks and workshops using the newer technologies explored in the unit.

Lectures/discussions may include:

- The potential for content development using new technologies
- Approaches to project management
- Outside broadcasting programmes.
- IP and 4G/5G mobile broadcasting
- Broadcast formats including HDR (high colour range)
- Optical developments including 3D and 360° video techniques.
- Augmented and Virtual Reality
- Dealing with clients and negotiation techniques

Workshops will cover:

- Specialist production roles
- Outside broadcasting techniques and process.
- Technical support on technical aspects
- Project management techniques in interdisciplinary environments

Unit Aims

Implement advanced or specialised techniques in contemporary digital television

Produce a report that reflects on your extended personal knowledge and skillset

Contribute to a successful piece of work that extends your skillset and portfolio of work.

Help develop a self-driven ethos of keeping your knowledge of trends, new developments and changes within media in general and digital television in particular.

Unit Learning Outcomes

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

LO4 (Pre) Production - Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

LO 5 Presentation /Storytelling for Influence Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

LO 7 Employability Effectively employ professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

LO8 Professional Identity - Align your professional identity as a practitioner with a viable career context.

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- 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 (%)
Finished project and production pack	75%
Individual Report	25%

Indicative Assessment Criteria

1. Comprehensive research and depth of understanding synthesized into the form of a report. (LO1)
2. Work holistically displays a systematic working knowledge of how technology impacts production in key areas of television. (LO4)
3. Use well-chosen directional, production and post production techniques to communicate messages effectively to engage your intended audience (LO5)
4. Reflections on project show a critical awareness of your professional transferrable and employability skills (LO 7)
5. Work undertaken evidences exploration of potential for new technological and potential career opportunities. (LO8)

Essential Reading list

1. BBC R&D website [Internet] Available from: <http://www.bbc.co.uk/rd> [Accessed 22/03/18]
2. BBC. BBC Academy. 360 video: BBC Click's innovative storytelling. directing [Article/Internet] Available from: <http://www.bbc.co.uk/academy/en/articles/art20160307115255835> [Accessed 22/03/18]
3. BBC. BBC Academy. Object Based Media website. [Internet]. Available from: <http://www.bbc.co.uk/rd/object-based-media> [Accessed 22/03/18]
4. Miller, Arthur (2017) *The Great Book of Television: The History and Technology of Television, Smart TV & 3DTV*. CreateSpace Independent Publishing Platform
5. Mulvey, Laura, Sexton, Jamie, (2007) *Experimental British Television*, Manchester, Manchester University Press.