



Unit Title	Professional Initiatives
FHEQ Level	Level 6 / Term 1
Unit Code	DTP18304
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	25	Independent Study	60
Supervised access to resources	5	Preparation for Assessment	20
		Unsupervised Access to Resources	40
Total			150

Unit Description

In **Professional Initiatives** you will explore recent developments or emerging trends in the broadcast and wider creative industries. Through a process of research, innovation **and experimentation**, you will devise a creative application for your knowledge and **develop** a project to pitch/proposal stage.

For example, you might wish to research new audience or market models for production finance and distribution. You might investigate use of virtual or augmented reality in educational, cultural or advertising applications. Or you might explore livestreaming and outside broadcast possibilities using new and existing technologies in creative ways.

This unit will encourage you to think creatively and entrepreneurially as the pitch you develop will be firmly grounded within a professional, commercial or research context, to be agreed with your tutors. This pitch may be further extended and realised in project work during terms 2 and 3.

This unit will prepare you to enter the fast-paced, constantly evolving workplace where ongoing learning in industry will be vital to your future success.

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

Lectures/discussions and independent study may include:

- 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
- Areas of content production including the onset of Object-based Media
- Integrating user-generated content including fast UGC systems such as BBC's Cognitus.
- Integrated advertising campaigns and marketing approaches
- Funding and Distribution models including co-funding and crowd funding.
- Project management techniques in interdisciplinary environments

Workshop /tutorial areas will include:

- Visual method(s) to illustrate ideas.
- Pitching and presentation

Unit Aims

To research, develop and pitch a project that extends your personal knowledge of the media and creative industries and the technology powering it.

Develop a self-driven ethos of keeping up to date your professional knowledge and skills

To investigate and assess potential audiences, markets and delivery platforms and discuss the project as a response to audience behaviours and preferences.

Clearly articulate your idea in relation to contemporary practice

Produce a range of pitch material that are suited to your intended market.

Investigate new technical developments in the contemporary digital television industry and the implications of these new technologies in content production

Unit Learning Outcomes

LO 2 Concept/Ideation - Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

LO3 Development/Prototyping - Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

LO5 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.

LO7 Employability - Effectively employ professional transferrable and employability skills, respond to set goals, and communicate effectively.

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 (%)
Presentation, pitch documents and research pack (including supporting visual materials)	100%

Indicative Assessment Criteria

1. Creativity and originality of project ideas/concepts demonstrated through comprehensive research and a willingness to explore and extend media boundaries. (LO2)
2. Independent generation of ideas, leading to further research and development and sophisticated solutions (LO3)
3. Coherent and professionally presented project where you communicate your creative thinking visually, verbally and in written form. (LO5)
4. Show highly professional approaches in your proposal writing, pitching and scoping of your project. (LO7)

Essential Reading list

1. Barry, Pete (2016) *The Advertising Concept Book: Think Now, Design Later*. Thames and Hudson Ltd; 3 edition.
2. BBC. BBC R&D. *Living Room of the Future*. [Internet]. Available from: <https://www.bbc.co.uk/rd/projects/living-room-of-the-future> [Accessed 22/03/18]
3. Bernardo, Nuno, (2011), *The Producers Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms*, CR Entertainment Limited.
4. Bessant, John, Tidd, Joe, (2011) *Innovation and Entrepreneurship (Second Edition)*, Chichester, UK: John Wiley and Sons.
5. Jenkins, Henry, Ford, Sam, Green, Joshua, (2013), *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York, New York University Press.

6. Powell, Helen; Hardy, Jonathan; Macrury, Iain (2018) *The Advertising Handbook (Media Practice)*. Routledge; 4 edition.
7. Trott, Paul, (2011), *Innovation Management and New Product Development*, (Fifth Edition), London: Financial Times/Prentice Hall.

Additional discussion areas:

8. BBC. Rajan, Amol (2017) *Media: What to look out for in 2018* [Internet Article]. <http://www.bbc.com/news/entertainment-arts-42503799> [Accessed 22/03/18]
9. Isle of Media. *TV Trends for 2018 (2017)* [Internet Article]. <http://isleofmedia.org/tv-trends-for-2018> [Accessed 22/03/18]
10. BBC. BBC R&D. *5G-Xcast* [Internet]. Available from: <https://www.bbc.co.uk/rd/projects/5g-xcast> [Accessed 22/03/18]
11. BBC. BBC R&D. *Immersive and Interactive Content* section [Internet]. Available from: <http://www.bbc.co.uk/rd/sections/immersive-and-interactive-content> [Accessed 22/03/18]
12. BBC. BBC R&D. *BBC Reality Labs* [Internet]. Available from: <http://www.bbc.co.uk/rd/blog/2017-09-bbc-reality-labs-virtual-augmented> [Accessed 22/03/18]