



Unit Title	Introduction to Television Practice
FHEQ Level	4
Unit Code	DTT18105
Credit Value	30
Unit Type	Compulsory: Taught

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	90
Supervised access to resources	45	Preparation for Assessment	90
	(90)	Unsupervised Access to Resources	30
Total			300

Unit Description

This unit is designed to introduce you to the significance of the television industry as a global communications medium through past origins, present practice and future opportunities. The ecology of television is considered from two main viewpoints: potential job roles for you, and the underlying technologies that you need to understand. You will be taught fundamental skills to investigate your place within the television industry. This unit is the start of your choice of specialisation or generalisation of knowledge in television technology. You will attend seminars on specific topics related to television roles and technology, and additionally you have tutorials on specialised topics relevant to your chosen project. In addition to the taught topics and fundamental skills, a significant amount of time is related to practical creative workshops to allow you to practice your growing understanding of the television profession.

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

- Examining significant professional roles within the television, broadcasting, and media industries
- Major technology trends in the global television, broadcasting, and media

industries

- Historical development of roles and technology looked at through the eyes of engineers and programme makers
- Consideration of contemporary debates and drivers within the global television, broadcasting, and media industries
- Skills development for investigating via a research question a chosen specialisation within television, broadcasting, and media industries
- Fundamental research skills and the referencing of sources; meaning and value in research
- Application of acquired knowledge of roles and technology through personal practical projects
- Introduction to basic practical television technology and systems

Unit Aims

1. To prepare students for a career in the television industry (course aim)

2. To engender professionalism appropriate to the television broadcasting industry (course aim)

3. To teach appropriate research methods

4. To apply research methods with respect to investigating contemporary debates within the television industry

5. To develop report writing skills in order to articulate personal understanding and identity

6. To practice with elements of technology appropriate to the television industry

Unit Learning Outcomes

LO2: **Concept/Ideation**

Generate research question and project demonstration drawing upon reference to acquired research materials.

Based on **ORIGINATE** principle.

LO6: **Critical and creative mindsets**

Demonstrate enquiry into what makes good television practice - creatively, academically and technologically.

Based on **ORIGINATE** principle.

LO8: **Professional Identity**

Evidence an emerging personal creative and professional identity in the context of the television industry.

Based on **CULTIVATE** principle.

Learning and Teaching Methods

- Project briefings – in order to prepare students for the aims, content, delivery, learning outcomes, and assessments
- Seminars (including guest lecturers)
- Practical sessions (taught workshops for technology, equipment, and systems)
- Practical sessions (unsupervised access to technology, equipment, and systems)
- Tutorials (individuals or small group with specialist tutor)
- VLE activities such as questionnaires and surveys
- Individual and small group work
- Autonomous study
- Continual individual and small group formative feedback
- Summative assessment at end of unit that demonstrates degree to which learning outcomes have been met

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
1. Written Report on research question investigating chosen generalised or specialised topic. (1000 words)	50%
2. Negotiated practical demonstration of chosen generalised or specialised topic. (5 minutes)	50%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Assessment 1 is a 1000-word report. The report will be assessed through the following criteria:

1. Ability to develop a research question in order to investigate chosen topic, and utilizing general research methods provide insights, answers and conclusions in relation to television practice. **LO6**
2. The clarity with which the student reflects upon professionalism and their place within the television industry. **LO8**
3. Demonstration an understanding the role of technology within a global creative industry. **LO6**
4. Provide evidence of a small variety of academic and industry sources. **LO2**

Assessment 2 is an individually negotiated practical project with a demonstration (duration 5 minutes). The demonstration will be assessed through the following criteria:

1. Demonstrate appropriate selection of technology for practical project in relation to generalised or specialised topic. **LO6**
2. Quality of the demonstration and what skills have been learned in the context of

the television profession. **LO8**

3. Evidence and reference to where in the industry or at Ravensbourne the demonstrated system or technology would be utilized or deployed. **LO2**

Essential Reading list

1. Brynjolfsson, Erik; and Andrew McAfee. (2012). Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy, Cambridge, MA: Digital Frontier Press.
2. Carlson, A.B. and Crilly, P.B., 2009, Communication Systems, McGraw Hill (5th edn)
3. Hesmondhalgh, David (2012) The Cultural Industries, London: Sage. Mayer, Vicki, Miranda Banks and John Caldwell (2009)
4. Owens, J. (2006) Television Sports Production, Oxford: Focal Press
5. Production Studies: Cultural Studies of Media Industries, London: Routledge. Bignell, J. and Orlebar, J. (2011) The Television Handbook (4th Ed), London: Routledge.
6. Watkinson, J (2001) Convergence in Broadcast and Communications Media, Focal Press

URLs

7. https://www.youtube.com/watch?v=LfAZ2g_RzLA
8. W3Schools Online Web Tutorials. 2016 <http://www.w3schools.com/>
9. <https://www.itu.int/rec/T-REC-H.720/en> ITU Rec ITU-T H.720 (2008). Audiovisual Equipment and Multimedia Systems