



Module Title:

Major Project Proposal

<i>Academic Yr</i> 11-12	<i>Level</i> Level 7	<i>Programmes on which offered</i> MA Creative Technology
<i>Credits</i> 15 Credits	<i>Duration</i> 12 weeks	

Staff

<i>Module Co-ordinator</i>	<i>Teaching Staff</i>	<i>Support Staff</i>
Prof. Paul Sermon	Prof. Paul Sermon Mr. Mathias Fuchs	Chris Warwick

Verification *(external verification requires confirmation in writing [email OK] – please indicate who holds this)*

<i>Verifier</i>	<i>Name</i>	<i>Confirmation held by</i>	<i>Date</i>
Internal 1	Prof. Paul Sermon		09/09/11
Internal 2	Dr. Mathias Fuchs		09/09/11
External	Prof. Martin Rieser		

Module Details

Rationale *(from MS1):*

This module will allow students to engage in formulating research methods, ideas and strategies for the final major project module. It will identify their area of expertise within a technological medium and how to apply this to the needs of professional practice. It provides the student with an opportunity to co-ordinate and manage their own learning experiences and formulate this within a coherent project proposal.

Module Aims:

- To enable and students to undertake independent creative working practices.
- To encourage students to develop innovative products and prototypes.
- To provide the student with an opportunity to undertake an extended piece of research in direct relation to their proposed area of practice.

Module Learning outcomes *(from MS1)*

- On completion of this module students should be able to:
- Demonstrate an ability to present a portfolio of innovative products and prototypes.
 - Evidence independent creative working methods.
 - Evidence a methodology in project management.

Transferable/Key Skills and other attributes *(as indicated on MS1):*

- | | |
|-----------------------|------------------------|
| Communication | Working with others |
| Managing own learning | Information Technology |
| Problem Solving | |

Risk Assessment:

<i>Date completed</i>	<i>Completed by</i>	<i>Special Instructions</i>

Module Assessment Criteria *(select as appropriate)*

- | | |
|--------------------------|--|
| 1) Creativity | 6) Knowledge and understanding of subject matter |
| 2) Visual communication | 7) Team Working |
| 3) Written communication | 8) Critical judgement and analytical ability |
| 4) Oral communication | 9) Enquiry and use of sources |
| 5) Technical skills | |

Teaching Details

Module Programme (*content, dates, activities, Interim deadlines, lecture programme, reviews etc.*):

02/05/2012 10am to 1pm, Media City 3.18 - Introduction into Project Proposal, Presentation of last year's student work, PA2

09/05/2012 10am to 1pm, Media City 3.18 - Workshop on project planning and presentation techniques. Portfolio skills

16/05/2012 10am to 1pm, Media City 3.18 - Major Project Proposal tutorials

23/05/2012 10am to 1pm, Media City 3.18 - Major Project Proposal presentation and assessment by all students

Assignment Details

 (*project outline, essay questions etc.*)

Students will be expected to complete a formal proposal for the Final Masters project during the duration of the module. Individual tutorial guidance and support will be given at both a practical and theoretical level. Students will be expected to present their proposals at the end of the module together with the submission of a written project report.

Assessment Criteria:

Knowledge of the project topic selected by the student

Skills in the ability to identify and critically evaluate key issues and creative working methods.

Communication, project planning, information gathering.

Understanding of the project topic selected by the student.

Assessable Work

<i>Deliverable</i>	<i>Weight</i>	<i>Deadline</i>	<i>Hand in Location</i>	<i>Specific Assess Crit</i>
Project	50%	23/05/12	Turnitin/MC 3.18	
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
Report (1000 words)	50%	23/05/12	Turnitin/MC 3.18	
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
	%			
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		
	%			
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		

Indicative texts and/or other learning materials/resources (please use Harvard system):

Dewdney, A. and Ride, P. (2006) New Media Handbook (Media Practice), Routledge

Grau, O. (2007) Virtual Art: From Illusion to Immersion, Leonardo Books

Wilson, S. (2006) Information Arts: Intersections of Art, Science, and Technology, Leonardo Books

Gray, C. and Malins, J. (2004) Visualizing Research, Ashgate Publishing Ltd.

Hickman R (Ed.) (2008) Research in Art and Design Education: Issues and Examples, intellect books

McLuhan, M. (1968) The Medium is the Massage,

ACADEMIC GOOD CONDUCT

The University makes awards to students that properly reflect your achievement. Unless instructed otherwise, you are expected to work on your own and to ensure that material you submit for

assessment does not contain the work of others, except for properly referenced sources where appropriate. The University takes a very serious view of any attempt to gain unfair advantage from the work of others. The use of unfair means in any assessment is likely to result in severe penalties. Gaining unfair advantage can take many forms such as:

a) Plagiarism

Plagiarism involves taking the work of another person or source and using it as if it were your own, for example written work, ideas, musical compositions, computer programs, laboratory or survey results, diagrams, graphs, drawings and designs.

b) Collusion

Collusion involves working with others on tasks that should be carried out on an individual basis. Collusion should not be confused with collaborative work which is sometimes used as a means of learning. It will be clearly stated when collaborative work is permitted in an assessment. Unless advised otherwise, any work which you submit for assessment must be produced by you on an individual basis.

c) Falsifying experimental or other investigative results

This could involve a range of things that make it appear that information has been collected by scientific investigation, the compilation of questionnaire results, etc. whereas in reality it has been made up or altered to provide a more favourable result.

d) Taking unauthorised material (including electronic devices) into an examination

This involves deliberately taking in materials or electronic device of any sort, not specifically permitted, that could be used to gain advantage, whether you use it or not.

e) Contracting another to write a piece of assessed work

This involves any means whereby a person does work on behalf of another. It includes assessments done for someone else in full or in part by a fellow student, a friend or family member. It includes sitting an examination for someone else. It also covers obtaining material from Internet 'cheat sites' or other sources of work. Penalties for this type of unfair means are likely to apply both to a student who does work on behalf of another and one who has work done for him/her.

Particular care should be taken with regard to poor referencing. If you use work which has been produced by other people within an assignment you will need to ensure that you acknowledge or reference the source of the work. Marks may be deducted for poor referencing. If poor referencing is extensive throughout a piece of work it could appear that you are trying to claim credit for the work and you may be deemed to have committed plagiarism.

For further details on the University's policy of Academic Good Conduct, please refer to www.academic.salford.ac.uk/aqa/sections/28_conduct_assessed_work.pdf

Completed PA2 forms should be uploaded to the module area on Blackboard for distribution to students – for help contact the School Office