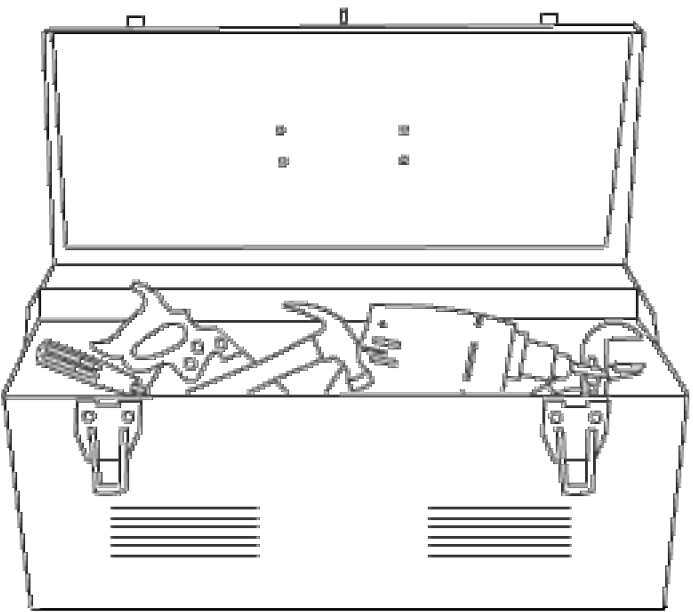


# CT30642e Project - Module Study Guide 2004/05



BA Design for Interactive Media  
London College of Music & Media

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## welcome

Welcome to the 04/05 edition of the BA Design for Interactive Media Project Module Study Guide. This guide is the official TVU guide and is available on paper and as a pdf download at:

The contents of this guide is complemented and enhanced by the web-based Project Toolkit which is also available at: <http://www.rundontrun.net/classes/project>

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## **module information**

**code:** ct30642e

**credits:** 20 (level 3)

**learning hours:** 200

## **module summary**

"This module gives you the opportunity to work independently and produce a self-managed piece of work in a subject area of particular interest to you. The project provides the opportunity to enhance various personal skills - planning, self-management, communication, problem solving, decisions making - and to demonstrate an ability to draw upon experience gained from other modules and integrate this in the chosen project."

## **learning outcomes**

On successful completion of this module, you will be able to:

- 1 Agree and record terms of reference;
- 2 Plan and agree a schedule for a project;
- 3 Research and evaluate the context of your project;
- 4 Produce and present a suitable artefact that communicates in the intended manner;
- 5 Utilise to advantage many of the intrinsic characteristics of the media chosen;
- 6 Critically analyse the work produced (both artefact and contextual research) and the methodology employed.

## **module team**

**Andy Lapham** – module leader and projects coordinator  
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**Christian Cooper**

**Lucie Hernandez**

**Julie Samuels**

**Vicky Squires**

**Sarah Woods**

All Creative Technologies staff based in Grove House

## **assessment 1 - initial proposal**

**element:** 1 of 2

**completion date:** Friday 7 January 2005

**format:** email submission only

**weighting:** 10%

**effort:** 20 hours

**process:** on receipt of your initial proposal, the projects coordinator and supervisory team will make one of two recommendations: progress OR resubmit.

The vast majority of proposals will receive a progress recommendation and will be assigned to a supervisor, usually, in the first instance, to refine the proposal and then to move forward to the project itself. Those proposals which the team feel do not have potential to become a successful project will be returned for major reworking and a re-submission date set.

**assessors:** your first submitted proposal will receive a grade awarded by the projects coordinator and a second member of the supervisory team.

## **assessment 2 - completed project**

**element:** 2 of 2

**completion date:** Friday 03 June 2005 4pm

**format:** negotiated with supervisor according to nature of project plus supporting documentation

**weighting:** 90%

**effort:** 180 hours

**process:** although you primarily work independently, you should make full use of the supervision available to you.

**assessors:** your project will be marked independently by two members of the supervisory team - your supervisor and a second marker - after which they then meet to agree a mark.

## **marking scheme**

### **what is a project?**

What constitutes a project can vary from a primarily research-based submission, through client-based work, to an experimental exploration of personal expression.

## **elements of a project**

In all cases a project must include three elements: a literature (broadly defined) study, an artefact, and a personal reflection on the process and progress of the project itself. Each project, though, will have a different blend of these three elements according to its nature. In a live client brief, for example, the artefact may be relatively more important than the literature study. In a research-based project the emphasis may be on the literature study with less emphasis on a toy or illustrative artefact.

## **accounting for differences**

Your project will be assessed in four areas - the three elements outlined above and the overall standard of presentation together with supporting documentation. In an average project the weightings for each area would be: literature study 30%, artefact 30%, reflection 30% and presentation 10%. However, you are expected to negotiate and agree with your supervisor a balance of the weightings of the three main elements that best suits your work.

## **flexibility**

Presentation is always weighted at 10%. The weightings of each of the three main project elements can be varied. However, the artefact and literature study must be at least 20% each and the reflection must be at least 25%. The total weightings for all three must total 90%.

## **extensions**

Under no circumstances will an extension be granted on a project. Make provision for possible unforeseen circumstances by planning to finish in good time before the deadline.

Evidence of mitigating circumstances (covering a substantial period of the project) may be submitted for consideration by the University. If approved, you will most likely be required to recommence the project module, with a new topic, the next time the module is offered.

## **guide to proposal documentation** submitted by email

**initial proposal document**

**outline project plan:** include with initial proposal

## **guide to project documentation** submitted via Faculty Office

**introduction and contextualisation:** format and medium as agreed with supervisor

**literature study:** format and medium as agreed with supervisor

**artefact:** medium as appropriate

**reflective discussion:** process and progress of project - format and medium as agreed with supervisor

**conclusion and summary:** if appropriate

**supporting documentation:** as required and appropriate to the project

**agreed marking scheme:** use form available on the website

## **resources**

A growing list of useful resources is included in the Project Toolkit on the website.

## **copyright**

The copyright of your work resides with the University. However you may use your work for the purposes of obtaining employment.

Where the work has been commissioned (a live client brief) it is possible for the client to negotiate a release, at a moderate sum. Responsibility for copyright release has been devolved to the LCMM Dean, to whom written application should be made.