



Module Definition Form (MDF)

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| Module code: MOD009751 | Version: 1 Date Amended: 21/Mar/2024 |
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| 1. Module Title |
| Digital Content Creation |

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| 2a. Module Leader |
| Tina Burton |

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| 2b. School |
| Cambridge School of Art |

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| 2c. Faculty |
| Faculty of Arts, Humanities, Education and Social Sciences |

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| 3a. Level |
| 4 |

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| 3b. Module Type |
| Standard (fine graded) |

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| 4a. Credits |
| 15 |

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| 4b. Study Hours |
| 150 |

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|--|--------------------|--------------------|------------------|
| 5. Restrictions | | | |
| Type | Module Code | Module Name | Condition |
| Pre-requisites: | None | | |
| Co-requisites: | None | | |
| Exclusions: | None | | |
| Courses to which this module is restricted: | | | |

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces content creation for the web and social media through the production of photography, video, and interactive content.

This module introduces new digital skills and software, it is designed to equip you with the technical vocabulary necessary for the description and analysis of web and social media material, and a working knowledge of industry-standard tools. You will explore a variety of methods and analyse the effectiveness of different approaches and outcomes. You will be supported via lectures, workshops, and seminars to enable you to create content for different social media platforms utilising a range of content creation software.

Having built confidence in your new skills, you will then go on to apply them by responding to projects designed to help you explore and demonstrate an understanding of effective content creation processes. These will be presented in a portfolio at the end of the trimester for assessment.

6b. Outline Content

- Introduction to content creation tools for the web and social media platforms
- Introduction to content management systems

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

7. Learning Outcomes (threshold standards)

| No. | Type | On successful completion of this module the student will be expected to be able to: |
|-----|---|--|
| 1 | Knowledge and Understanding | Demonstrate awareness of relevant theories and practices of content creation in the development of practical outcomes. |
| 2 | Intellectual, practical, affective and transferrable skills | Identify and employ a range of appropriate technologies relevant to content creation for the web and social media platforms. |
| 3 | Intellectual, practical, affective and transferrable skills | Develop self-directed learning under supervision. |
| 4 | Intellectual, practical, affective and transferrable skills | Demonstrate time management, teamwork and communication skills to meet project brief(s). |

| 8a. Module Occurrence to which this MDF Refers | | | | |
|--|------------|---|----------|------------------|
| Year | Occurrence | Period | Location | Mode of Delivery |
| 2025/6 | ZZF | Template For Face To Face Learning Delivery | | Face to Face |

| 8b. Learning Activities for the above Module Occurrence | | | |
|---|-------|-------------------|---|
| Learning Activities | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
| Lectures | 36 | 1-4 | Lectures and workshops 3hrs x 12 weeks |
| Other teacher managed learning | 0 | N/A | N/A |
| Student managed learning | 114 | 1-4 | Use of open access computer suites and Digital Media base room; off-site location and field work; research in libraries, museums and galleries. |
| TOTAL: | 150 | | |

| 9. Assessment for the above Module Occurrence | | | | | |
|---|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010 | Coursework | 1-4 | 100 (%) | Fine Grade | 30 (%) |
| Portfolio of coursework developed during the module with evidence of research and project development (equivalent to 2,000 words) | | | | | |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]