



# University of Sunderland

TV & Radio Summer School



**MAC 198 MEDIA: TV & RADIO SUMMER SCHOOL - EXTENDED | Code:**

Level: 1  
Credits: 20  
Faculty: Arts, Design and Media.  
Module Board: Media Production  
Pre-Requisites: None  
Co-Requisites: None  
Learning Hours: 200 hours

**LEARNING OUTCOMES**

Upon successful completion of this module, students will have demonstrated

Knowledge

1. Knowledge of the creative decision-making process, and material gathering, in television and/or video production

Skills

2. The ability to develop an original concept in television and/or video through to post-production and playback.  
3. The ability to critically evaluate their practical work.

**CONTENT SYNOPSIS**

The module introduces students to a range of the skills used in television and/or video production as well as those used in producing speech packages for inclusion in live radio programming. Through practical workshops, supervised exercises, screenings, playbacks and discussion, students will learn the technical practices and creative skills required to produce a video in the style of a short item for television and a radio report for broadcast on 107 Spark FM. Working under supervision and in small groups, students will originate, develop, script, shoot or record and edit two productions, each of between 3 and 5 minutes in duration. If suitable for public playback or broadcast, the video will form part of a public screening and the radio report will be incorporated into a live broadcast on 107 Spark FM. Students will then evaluate their work.

**TEACHING AND LEARNING METHODS**

There will be a combination of lectures, screenings or playbacks, demonstrations and production exercises as appropriate, supplemented by opportunities for group discussion and critique.

**ASSESSMENT METHODS**

(Please ensure that the sequence numbering of the assessments is in the correct chronological order for the module, as this may affect funding.)

Assessment 001

One group video production submitted for assessment by staff at the end of the module, addressing learning outcomes 1 and 2 and contributing 40% of the final module mark.

Assessment 002

One group or individual radio speech package production submitted for assessment by staff at the end of the module, addressing learning outcomes 1 and 2 and contributing 40% of the final module mark.

Assessment 003

One individual written evaluation of the products made on the module and the processes involved - 20%.

Sequence	Assessment	Type	Marking Scheme	Weighting %	Qualifying Mark
	Pass Mark				
001	CW	UG	40%	1	40%
002	CW	UG	40%	1	40%
003	CW	UG	20%	1	40%

Reading list

Orlebar, J (2011) *The Television Handbook (Media Practice)*, London: Routledge

Starkey, G (2004) *Radio in Context*, London: Palgrave

Storey, J (2009) *Cultural Theory and Popular Culture*, fifth edition, London: Pearson Education

Code module for Media: TV & Radio Arts Summer School only

Work-based learning: No

Module Leader: Fred Marden

JACs Code: P300

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