



CM 5000:Everyday Media Making

Summative Assignment 1

50% of total grade: 2500 words equivalent

S1: Independent Creative Project

This assignment assesses your progress and achievement towards the following Learning Outcomes:

1. Critical exploration of media making as a site for social, cultural, political engagement
3. Effective planning for the production of original media products
4. Delivery of products utilizing appropriate media making skills and tools
5. Critical reflection on your own media making

Formative assessment at the outset:

F 02 Project Proposal and moodboard

The project is assessed over three items S1.1, S1.2 and S1.3

Assessed by the Module Coordinator and moderated by the Creative Media team.

S1.1 Gallery Guide/Artist/Maker statement (500 words max)

Text to accompany your work, to orient the viewer to the documentation or the work you have made, with regard to your influences, sources and intentions. Fully referenced. Turnitin.

S1.2 Item/documentation.

Live exhibition/presentation/intervention. A google folder. The showcase presentation of your creative media intervention with supporting documentation. Whatever it is you make/do plus a folder that includes your proposal/moodboard, artist/maker statement and digitised documentation of your project.

S1.3 Critical review of your creative project (1000 words)

What did you learn, how might you measure the success for the project, how far did you extend your comfort zone? Who did you connect with? What did you achieve? Review the module reading and apply it to your project. Fully referenced. Turnitin with URL to project googlefolder

more detail on each item below:

F 1 Project Proposal and mood board

This will generate formative assessment and support your pitch and will become part of your project documentation for summative assessment

Deadline: **Thursday 16 March**

In preparation for your independent creative media work, you should compile a project plan that outlines your intended project. This will be informed by your 'Sector Research Project' (S2.1). The 'Project Proposal' should include the following elements, a project proposal pro-forma will be available on Minerva

- description of the project
- aims and objectives of the project
- the intended audience
- the media in which you will work
- how you will document the work
- your personal and professional development goals

Task:

Complete the project proposal form supplied via Minerva

Produce a digital mood board that expresses your project.

Pitch your idea

This will be the starting point for your project, it will be an iterative process, you will not be bound by this proposal but you will need to reflect on the development of the idea, practice and delivery.

Submission

You will submit this project folder in the Google drive. Formative assessment will be provided as part of the project support.

S1:1 Gallery Guide: Artist/Maker's statement

Deadline: **Sunday 30 April**

An appropriately formatted statement 500 words max

At the presentation/showcase your project will be accompanied by a max 500-word statement.

This will outline the materials used, the extent of the work, influences, context, your intention in producing it, the intended audience.

The statement may include a reworking of your manifesto and project proposal and can include a single image

Essentially, it should give the reader a clear sense of what the project *is* or *was*. This is very important in the gallery context if your work is ephemeral or has been conducted elsewhere and you can only offer documentation. The statement should be fully referenced and must not exceed the word count

Submission

This will be handed in via Minerva/Turnitin and your tutor will print it out for the showcase.

S1:2 Item/Documentation

Deadline: **Thursday 4 May as part of The Showcase**

a critical creative media engagement with contemporary consumer culture

This assessment item requires you to design, develop, document and deliver your own creative media project, a research-creation exercise exploring Gauntlett's thesis that making is connecting. The project will reflect your research and in some way use everyday media to attempt a critical creative media engagement with contemporary consumer culture. The work will be based on the Project Proposal you negotiated with your tutor and should be informed by the decisions you made on:

- the media in which you will work/presentation formats
- the issues it will address
- the audience it will engage and responses you want to elicit
- the budgetary and logistical issues it raises

The project must in some way 'land', meet a real audience and be constructed so as to happen or at least begin before the Showcase.

You will keep a sketchbook/journal/portfolio during the making process, this can be on paper or a negotiated digital format...blog/googledrive etc. Use this for recording the development process, ideas and inspirations.

You will undertake the execution and delivery of the project under the guidance and with the support of your tutor who will act as a supervisor. Because each project will differ in its specific support needs, arrangements for tutorials and meetings will be negotiated on an individual project-by-project basis.

Submission: Presentation of the work, the process, or documentation of the work will be your contribution to a public gallery style showing of work from the module, **Thursday 4 May.**

The folder of documentation must be completed and will be closed for assessment on **Sunday 7 May** at 12.00 midnight

S1.3 Discussion and conclusion

Deadline: **Sunday 7 May**

A final 1000 word commentary reflecting on personal and professional development and making reference to the way in which you delivered on your Project Proposal. A critical discussion of the research-as-practice, research-creation, process, what did you learn, what did you discover about 'making is connecting' both in your work and in your fellow students work? How and in what way was this a critical exploration of media-making as a site of social, cultural and political engagement? This should be fully referenced.

This will be submitted along with URL to your project documentation/artefact, this will include copies of your Artist/Maker statement and your project Proposal and Moodboard.

Submission:

You will hand this in via Minerva/turnitin.

Feedback/summative assessment will be provided via Turnitin on the whole of Assessment S1 following the gallery style show and the Turnitin submission of S1.3