



Academy of Music and Performance
BA (Hons) Music & Creative Music Technology

Module MCM606
Product Realisation
MODULE BOOKLET
2016 – 2017

Deadline for submission

Show Days: **Wednesday 24th & Thursday 25th May 2017**
Portfolio and Evaluation Report: **Monday 5th June 2017, 3pm**

Tutor: Matt Horobin

Telephone: 0115 838 0135

e-mail: matt.horobin@ncn.ac.uk

Thursdays 1pm

Room: Venue / tutorial space

Start date: 06/09/16

End date: 05/06/17

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What will you do to complete this module?

This is a creative project running throughout the year. You are required to produce a substantial product (related to music and/or the music industry) - developing initial ideas through to a final product within the set timescale.

Before you embark on the creative process you will submit a **written project proposal** to outline your aims and practicalities of your product (suggested 500 word minimum); **and present your project** to peers and tutor (5-8 minutes). This will not be graded directly, but will support your formative feedback and contribute to the overall process of the project.

You will create an ongoing project **portfolio**, including details of the processes, decisions and methods involved in the realisation of the product, together with a considered **reflective evaluation report** at the end of the process. This will be supported with a substantial portfolio of video, audio and visual evidence, together with a **journal/blog documenting the process** and illustrating the product's conception and development.

You should present both progress made during formally scheduled '**milestone presentation**' roughly half way through the process, and final product at the end of the project to peers and tutor.

How will the subject be taught?

You will attend a number of 1-1 tutorials during the process. You will be given a timetable for individual tutorials that will enable you to debate with your subject tutor on the development; technical requirements; aesthetic properties and conceptual integrity; logistical matters and time management.

How will the final product and project portfolio be submitted?

There are *two* final submission tasks. The first task is to present the product at a time and place negotiated by your subject tutor.

'Show' days are scheduled for 24th & 25th May 2017.

The second submission is the physical submission of your product and project portfolio. You will submit your **product** and **project portfolio** in PDF, audio or video formats, or a combination of formats (what ever is appropriate).

Project Portfolio Should include:

- **Journal/blog** outlining the processes throughout the project - demonstrating reflective practice
- separate **Evaluation report** (2000 words) analysing and evaluating final product, process and methods involved in the realisation of the product (with references were appropriate)

- **Final product** presented in whatever form is suitable
- **Video of final show/presentation** in mp4 or .mov format

If not all, the majority of the final project portfolio should be submitted on data DVD where appropriate (or equivalent). The physical submission should be in a protective sleeve; and both sleeve and DVD should be labelled clearly labelled with:

Name, Student ID, "BA (Hons) Music & Creative Music
Technology – Module MCM606 Product Realisation"

Please note that the submission of online material is not permitted unless specifically agreed with tutor beforehand (due to archive issues). If another format other than DVD is more desirable (for valid reasons), then this must be first agreed with the tutor.

During the early stages of the process, you should **present your initial proposal** to peers and tutor (5-8 minutes) – concise explanation of project aims and objectives.

You are required to present your progress to peers and tutor at a **milestone presentation** point in March 2017. Presentation (approx' 10-12 minutes) should demonstrate significant progress and product development.

All students are required to engage with peer assessment during both these presentations, and for the final product presentation/show in May.

Students are also required to attend a formal **1-1 Viva** with the module tutor a few weeks before the final show. This is an opportunity to explain a summary of the process undertaken, evaluate the final product, and discuss issues regarding final show and submission (e.g. presentation, structure, format, logistics etc)

How will the product be assessed?

It will be assessed in accordance with the [Module Learning Outcomes](#).

What is the assessment strategy?

The assessment strategy will reflect the aims and learning outcomes of the relevant module and will include:

- Final Product
- Project portfolio
- Written evaluation
- Milestone presentation
- 1-1 Viva session
- Evidence of Research Skills
- Use of resources
- Knowledge and understanding of subject material
- Leadership and organisational skills
- Professionalism and conduct
- Tutorial discussions and tutor observation

What are the deadlines for this module?

Process: (formative feedback)

Project proposal - presentation: Two presentation sessions to peers & tutor
Thursday 8th December, 1pm start
Thursday 15th December, 1pm start

Project proposal - written: **Thursday 8th December 2016, 3pm**

Milestone presentation: Two presentation sessions to peers & tutor
Thursday 9th March 2017, 1pm start
Thursday 16th March 2017, 1pm start

Final Submission: (summative)

Product presentation: All day - Wednesday 24th & Thursday 25th May 2017

Project portfolio and evaluation report: Monday 5th June 2017, 3pm

What are the penalties for late submission?

A late submission will result in a maximum grade of 40%. A submission after 5 working days of the deadline will result in failure.

What is the process for a deadline extension?

Complete the extension form and email to nick.redfern@ncn.ac.uk 5 working days before the deadline.

MODULE MANAGEMENT

Credit points and Duration:	20 credit points – 15 weeks
Module Leaders:	Matt Horobin
Subject:	Product Realisation
School:	Academy of Music & Performance
Pre- or post-requisites:	None
Site of Delivery:	ncn – Clarendon Campus
Date:	October 2016

Higher Education Teaching Plan		
Course: BA(Hons) Music & Creative Music Technology		Module: MCM606: Product Realisation
Session: Product Realisation		Subject Tutor: Matt Horobin
		Validating Organisation NTU
		Academic Year 2016-17
Date (week commencing)	Week	THURSDAYS. 1pm
03-Oct-16	5	ASSIGNMENT SET / MODULE HANDBOOK
10-Oct-16	6	<i>Scheduled Tutorial</i>
17-Oct-16	7	<i>Scheduled Tutorial</i>
24-Oct-16	8	Reading Week
31-Oct-16	9	<i>Scheduled Tutorial</i>
07-Nov-16	10	<i>Scheduled Tutorial</i>
14-Nov-16	11	<i>Scheduled Tutorial</i>
21-Nov-16	12	No Session – Seminar Week
28-Nov-16	13	No Session – Seminar Week
05-Dec-16	14	PROPOSAL PRESENTATIONS & WRITTEN PROPOSAL DEADLINE PROPOSAL PRESENTATIONS
12-Dec-16	15	
19-Dec-16	16	CHRISTMAS HOLIDAY
26-Dec-16	17	CHRISTMAS HOLIDAY
02-Jan-17	18	No Session
09-Jan-17	19	No Session
16-Jan-17	20	<i>Scheduled Tutorial</i>
23-Jan-17	21	<i>Scheduled Tutorial</i>
30-Jan-17	22	<i>Scheduled Tutorial</i>
06-Feb-17	23	No Session – Industry Expo 17
13-Feb-17	24	READING WEEK
20-Feb-17	25	<i>Scheduled Tutorial</i>
27-Feb-17	26	Preparation for Milestone presentations
06-Mar-17	27	MILESTONE PRESENTATIONS MILESTONE PRESENTATIONS
13-Mar-17	28	
20-Mar-17	29	No Session – Interview Day
27-Mar-17	30	<i>Book able Tutorial drop-in</i>
03-Apr-17	31	EASTER HOLIDAY
10-Apr-17	32	EASTER HOLIDAY
17-Apr-17	33	<i>Book able Tutorial drop-in</i>
24-Apr-17	34	1-1 VIVA
01-May-17	35	1-1 VIVA
08-May-17	36	1-1 VIVA
15-May-17	37	<i>Tech Requirements / Logistics Plan</i>
22-May-17	38	PRODUCT REALISATION SHOWDAYS - ALL DAY WED & THUR PORTFOLIO: JOURNAL & EVALUATION REPORT DEADLINE: MONDAY 5th JUNE 2017
5 th -Jun-17	40	



Module Specification

Basic Module Information		
1	Module Title	Product Realisation
2	Module Code	MCM606
3	Credit Points	20 Credit points
4	Duration	15 weeks
5	School	Creative, Cultural & Digital Cluster
6	Date	01/09/2013

7 Pre, Post and Co-requisites

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
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None

8 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Programme Title</u>
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6	Core	FT/PT	MCM606	BA (Hons) Music & Creative Music Technology
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9 Overview and Aims

This module gives you the opportunity to design and produce a sonic arts product through collaboration, investigation and development. You will use contemporary technologies and techniques to develop ideas through to a final product according to a negotiated brief.

10 Module content

The Module examines:

- The production of a product in the Sonic Arts
- The use of current and emerging technologies
- Teamwork and collaboration in creating a final product
- Exploration of what constitutes a Sonic Arts product within popular music practice
- The management of resources
- Leadership and management skills

11 Indicative reading

1. Zölzer, U., 2008. *Digital Audio Signal Processing*. Chichester: Wiley
2. Wishart, T., 1997. *On Sonic Art*. Abingdon: Routledge
3. Sonnenschein, D., 2001. *Sound Design*. USA: Michael Wise Production

12 **Learning outcomes**

Return to How will the product and journal be assessed?

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

1. Show a critical awareness of evolving theory and practice in sonic arts
2. Demonstrate an understanding of the context of musical products in wider society

Skills, qualities and attributes. After studying this module you should be able to:

1. Develop ideas through to a final product
2. Explore what constitutes a sonic arts product within popular music practice
3. Initiate, negotiate and manage the realization of your own work

13 Teaching and learning

Range of modes of contact

This indicates the range of direct contact teaching and learning methods used on this module, eg, lectures, seminars

Lecture; preparation for assessment	15
Seminar	15
Total contact hours	30

Range of other learning methods

This indicates the range of other teaching and learning methods used on this module, eg, directed reading, research

Self-directed learning - Directed reading, 170
preparing assignment, individual research,
internet searching, literature search, original
empirical research

**Total non-contact 170
hours**

14 Assessment methods

This indicates the type and weighting of assessment elements in the module

<u>Weighting</u>	<u>Type</u>	<u>Description</u>
70%	A Sonic Arts product	This may take any form including but not restricted to: performance, installation or multi-media project.
30%	Report	A 2000 word report detailing the processes, decisions and methods involved in the realisation of the product.

Diagnostic/formative assessment

This indicates if there are any assessments that do not contribute directly to the final module mark:

Throughout the module you will have the opportunity to discuss your progress with your tutor and receive informal feedback

Further information on assessment

This section provides further information on the module's assessment

where appropriate

Product: Detailed summative written feedback

Project Portfolio: Detailed summative written and verbal feedback

Assessment Criteria: Product Realisation

The module is assessed using **two** assessment components. Each component is graded out of 100%. The assessment components are then weighted (refer to table) to calculate the final module grade.

Assessment Component Weighting	Element 1: Portfolio = 70%
	Element 2: Evaluation = 30%

Element 1 - Portfolio (worth 70% of module grade)				
	Process / Journal		Product / performance / presentation	
Weighting	40%		60%	
70 – 100% First	28 - 40	Exceptional understanding of the work is demonstrated with outstanding evidence of a consistently high level of commitment to the project in terms of research, time management and practical application. Journal includes an exceptionally detailed account (data/reflection/analysis) of a dynamic process of research, exploration and technical experimentation which has evolved over a period of time. Excellent understanding of the work is demonstrated with strong evidence of a consistently high level of commitment to the project in terms of research, time management and practical application. Journal includes an excellent account of the technical development of the project with some reflection on the problems and the means of overcoming them.	42-60	Exceptional levels of creative imagination and originality in artistic choices. The performance/presentation skills of the students are exceptional and offer no grounds for criticism. The work demonstrates an exceptional ability to communicate ideas of significance through performance/presentation. Excellent levels of creative imagination and strong evidence of originality in artistic choices. The performance/presentation skills of the students are on the whole excellent. The work demonstrates an excellent ability to communicate ideas of significance through performance/presentation.
60-69% 2.1	24 - 27	A reasonably good level of commitment to the project in terms of research, time management and practical application. A good understanding of the work is demonstrated. Journal demonstrates a satisfactory account of the technical development of the project showing that there has been a process of development and thought, although could be possibly improved with further reflective and evaluative commentary. Research is individual, creative, original and in depth. Some evaluation and reflection within research is evident.	36-41	Good levels of creative imagination and some evidence of originality in artistic choices. The performance/presentation skills of the students show some strengths. The work demonstrates some ability to communicate ideas of significance through performance/presentation.
50-59% 2.2	20 - 23	A satisfactory understanding of the work is demonstrated with some evidence of commitment to the project in terms of research, time management and practical application. Some evaluation and reflection within research is evident.	30-35	Satisfactory levels of creative imagination and limited evidence of originality in artistic choices. The performance/presentation skills of the students are satisfactory. The work demonstrates an adequate ability to communicate ideas of significance through performance/presentation.
40-49% 3 rd	16 - 19	Little evidence of a commitment to the project in terms of research, time management and practical application and the overall level is inadequate/inappropriate/insufficient. Little evidence of research is evident demonstrating limited originality or creativity. The evidence does not suggest that the work has evolved as a result of careful planning and research.	24-29	Little evidence of creative imagination and originality in artistic choices. The performance/presentation skills of the students are fall short of the required standard. The work demonstrates an inability to communicate ideas of significance through performance/presentation.

35 – 39% Marginal Fail	14-15	Little thought has been given to fulfil the basic requirements of the task / poor time management. There are many serious errors and/or omissions resulting in poor work which is unacceptable.	21-23	Little thought has been given to fulfil the basic requirements of the task. There are many serious errors and/or omissions resulting in poor work which is unacceptable.
0 – 34% Clear Fail	0-13	Exceptional understanding of the work is demonstrated with outstanding evidence of a consistently high level of commitment to the project in terms of research, time management and practical application. Journal includes an exceptionally detailed account (data/reflection/analysis) of a dynamic process of research, exploration and technical experimentation which has evolved over a period of time.	0-20	Exceptional levels of creative imagination and originality in artistic choices. The performance/presentation skills of the students are exceptional and offer no grounds for criticism. The work demonstrates an exceptional ability to communicate ideas of significance through performance/presentation.

Element 2 - Evaluation (worth 30% of module grade)

70 – 100% First	70-100	Exceptional reflective, critical and analytical abilities are demonstrated in clear, concise evaluation with substantial evidence of independent thought.
60-69% 2.1	60-69	Critical and analytical abilities are demonstrated in clear, concise continual review and evaluation. Evaluation contains evidence of independent thought.
50-59% 2.2	50-59	There is some evidence strong critical and analytical abilities demonstrated review and evaluation. Evaluation contains some evidence of independent thought.
40-49% 3 rd	40-49	Limited evidence of critical and analytical abilities are demonstrated. Evaluation is descriptive and superficial and limited.
35 – 39% Marginal Fail	35-39	Minimal evidence of critical and analytical abilities are demonstrated. Evaluation is descriptive.
0 – 34% Clear Fail	0-34	Exceptional reflective, critical and analytical abilities are demonstrated in clear, concise evaluation with substantial evidence of independent thought.