COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department: Communications, Arts and Social Sciences

Programme: Communications

FHEQ Level: 6

Course Title: Senior Project

Course Code: COM 6391

Course Leader: John Chua

Student Engagement Hours:120Lectures:0Seminar / Tutorials:45Independent / Guided Learning:75

Semester: Fall, Spring

Credits: 12 UK CATS credits

6 ECTS credits 3 US credits

Course/Course Description:

In this practice-orientated course, students work together as a group to develop a body of work for a client outside the University. Students are required to use both their individual academic and technical skills (e.g., visual, journalistic, graphic) and their interpersonal communication skills in this final year course for communications students.

Prerequisites: COM 5200

Aims and Objectives:

The course aims to develop the communications skills of students in a professional context. The course challenges students to operate effectively in an environment as near as possible to "real world" employment including self-presentation, flexibility and dependability, a productive relationship with peers, punctuality, accountability and a high level of presentation of their work overall from proposal to finished product.

Programme Outcomes:

6B(i); 6B(ii); 6C(i); 6C(ii); 6D(ii); 6D(iii)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Development of a systematic understanding and application of necessary tools, aesthetic judgments; key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship
- Students are expected to demonstrate the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms
- Students are expect to demonstrate the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
- Students are expected to demonstrate a high level of personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional interpersonal communication and presentation
- Development of flexible skills that translate directly into the workplace, including
 the ability to plan and manage for changing contexts, audiences and levels of
 complexity, and advanced group or team work capacities, for example listening,
 contributing, leading, negotiating and proactively managing conflict as is
 appropriate

Indicative Content:

- Key terms and definitions of project work
- Initial discussions on what makes a successful team
- Submission of personal profiles presentations by clients
- Planning team strategy
- Discussion of initial concept briefs
- Group report to lecturer
- Project work
- Presentation to clients

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for COM and JRN.

Teaching Methodology:

The faculty member acts as mentor and consultant, rather than teaching from the front, and serves as another resource for the group to call upon. The class will run as a workshop rather than a taught class. Deadlines will, however, be set for each step of the process and these must be met. Student work is assessed through a variety of ways using both formative and summative approaches. Feedback is intended to help improve student approach to learning and achieve better results.

Bibl	liography	:

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Not applicable.	Students wa	II research	and read	material	relevant to	their to	2121
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IndicativeText(s):

Journals

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or	Nature of Change	Date Approved &	Change
Minor	_	Approval Body (School	Actioned by
Change?		or LTPC)	Academic
			Registry