MODULE SPECIFICATION

PART A: GENERAL INFORMATION

1.	Module Title		Commercial Studio Project (EXPR7010)
2.	School		Escape Studios
3.	Level		7
4.	Total Credits/ ECTS Value		60 (30 ECTS)
5.	Total Synchronous Contact Hours		162
6.	Programme(s) to which the Module Contributes		MArt The Art of Video Games
			MArt The Art of Visual Effects
			MArt The Art of Computer Animation (2D/3D)
			Technical Art for Games & VFX (Integrated Masters) MSci (Hon)
			Video Games Design (Integrated Masters) MSci (Hon)
			Character Creation for Animation, Games & VFX (Integrated Masters) MSci (Hon)
7.	Related Modules	Pre-requisites	None
		Co-requisites	None
		Post-requisites	None
		Excluded Combinations	None
8.	External Accrediting Body *(If applicable)*		N/A
9.	Modes of Study		Full-time
10.	Delivery Site(s)		Escape Studios, London

PART B: MODULE LEARNING OUTCOMES

11. Learning Outcomes

On successfully completing the module students will be able to:

1. Demonstrate advanced knowledge and systematic understanding of current and emerging tools and techniques of their craft
2. Critically evaluate and apply new and emerging theories, practices and trends in the creative industries
3. Evaluate or develop processes and tools needed to build innovative products and services
4. Solve production and process problems through research and innovation as they arise to meet evolving requirements and constraints
5. Create state-of-the-art tools and techniques to meet an open brief

6. Apply personal and shared knowledge and understanding to develop new products and services
7. Design, plan and deliver a project that provides an innovative solution to a problem under varying constraints and requirements
8. Contribute to their wider community of practice to advance their craft

PART C: RATIONALE AND DELIVERY

12. Synopsis of the Curriculum

- Developing ideas and a shared vision
- Fostering creativity and innovation
- Working with briefs and expectations
- Collaborating with others in and between teams
- Applying technical skills to a creative challenge
- Reflecting to improve practice
- Using regular feedback to support others

13. Learning and Teaching Methods
The module follows the Project module model, with tutor-directed project work the primary mode learning mode. Students are introduced to relevant theory in the context of the project, using their knowledge and understanding from the craft modules to respond to a given brief.

14. Contact Hours

Module Credit Value	Scheduled Learning Activities	Guided Independent Study	Total Learning Hours
60 credits	Tutorials (54 hours) Studio time (108 hours)	Preparation for classes, guided research, assignment preparation and development (438 hours)	600 hours

15. Assessment Methods

Formative Assessment

Formative assessment will be provided throughout the module, both in terms of feedback on work in progress during the contact hours.

Summative Assessment

Assignment 1: Team Project (75%)

Approximately 12-16 weeks of collaborative project work.

Assignment 2: Individual Retrospective (25%)

Approximately 4500 words (+/- 10%)

Re-sits

Students who fail this Module will be permitted to submit revised assessment components in accordance with the Academic Regulations

16. Map of Module Learning Outcomes to Learning, Teaching and Assessment Methods

Learning outcome	1	2	3	4	5	6	7	8
Learning/ teaching								
Studio Time	X	X	X	X	X	X	X	
Self-Directed			X	X				X
Assessment method								
Team Project	X	X	X		X	X	X	
Retrospective				X	X			X

17. Indicative Reading List

This is an indicative list, correct at the time of publication. Reading lists will be published at least annually.

- Edward de Bono, Lateral Thinking: A Textbook of Creativity, 12 Nov 2009
- Mihaly Csikszentmihaly, Creativity: The Psychology of Discovery and Invention, 6 Aug 2013
- Ed Catmull Dr, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, 8 Apr 2014
- David Kelley and Tom Kelley, Creative Confidence: Unleashing the Creative Potential Within Us All, 15 Oct 2013
- Dave Gray and Sunni Brown, Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers, 2 Aug 2010
- Susan Wheelan, Creating Effective Teams: A guide for members and leaders, Sage Peter Senge,
- The Fifth Discipline: The Art & Practice of the Learning Organization, Doubleday Business
- Learning Agile: Understanding Scrum, XP, Lean, and Kanban, Andrew Stellman, O'Reilly Media (2014)
- Creating Effective Teams: A Guide for Members and Leaders, Susan Wheelan, SAGE Publications (2015)
- Organizational Culture and Leadership, Edgar Schein, John Wiley & Sons (2010)
- The Fifth Discipline: The art and practice of the learning organization, Peter Senge, Random House Business (2006)

Electronic

- Creative Bloq, http://www.creativebloq.com/
- 99u, http://99u.com/
- Harvard Business Review, https://hbr.org/
- Art of VFX, http://www.artofvfx.com/
- Mashable, http://mashable.com/
- Wired, http://www.wired.com/
- Kotaku, http://www.kotaku.co.uk/
- Gizmodo, http://www.gizmodo.co.uk/
- FastCompany, http://www.fastcompany.com/
- Inc, http://www.inc.com/
- Creative Review, http://www.creativereview.co.uk/
- Agile Project Management https://www.gov.uk/service-manual/agile
- Slack https://slack.com/
- Asana https://asana.com/

- Toolbox http://toolbox.hyperisland.com/
- Business Balls http://www.businessballs.com/

18. **Inclusive Module Design**

We recognise and have incorporated the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with relevant policies and support services. Furthermore, the module design has sought to embed inclusive curriculum content.

Date of initial approval	July 2023
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